

• FEBRUARY 1958

BUTANE-PROPANE

A CHILTON PUBLICATION

News

IKE ASKED TO
HELP KILL REA

Water Heater Rental
Builds Big Load

HEADQUARTERS FOR L.P. GAS INFORMATION SINCE 1931



DELIVERY

ON TIME ALL OF THE TIME

The Tuloma customer is no clock watcher — he knows Tuloma LP-Gas is precision-timed to meet customer needs.

Deliveries are made when he wants them, in trucks or tank cars from Tuloma's large transportation fleet. He

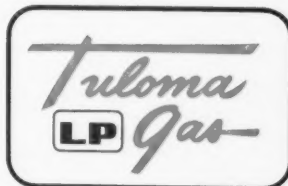
knows, too, that Tuloma LP-Gas comes from plants, refineries and underground storage facilities strategically located for prompt deliveries all through the year. Don't be a clock watcher!

WRITE, WIRE OR CALL THE TULOMA OFFICE NEAREST YOU

TULOMA GAS PRODUCTS COMPANY

Pan American Building • Phone CHerry 2-3261 • Tulsa, Oklahoma

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Billings, Montana
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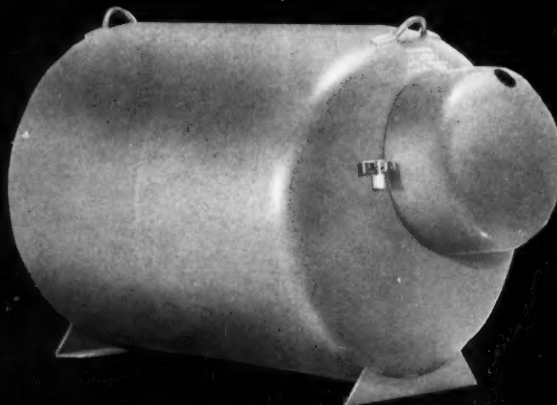


on the up and up



MODEL PC-420A: Compact, stream-lined for a trim appearance wherever used.

...and on the level



MODEL 420H: Low profile is effective where large consumer loads are being developed.

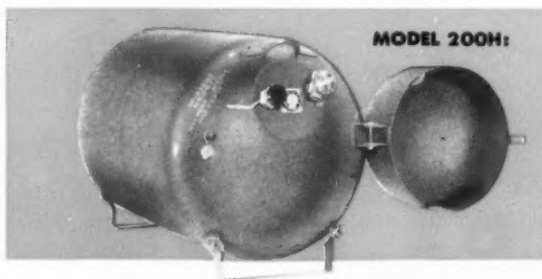
It's Hackney big cylinders for big savings

Lightweight yet durable, Hackney LP-Gas cylinders are easy to handle, easy to look at, economical to use.

It's Hackney's precision manufacturing that does it. First, two seamless shells are produced by a unique cold drawing process that assures uniform wall thickness. Then these shells get a positively controlled heat treatment both before and *after* the single, X-ray controlled weld. All stresses are removed to assure a really strong cylinder.

Rigid inspection. All along the production line Hackney cylinders are carefully inspected. Each cylinder is thoroughly cleaned, then coated for protection against the elements. Besides complying with ICC regulations, every Hackney cylinder must achieve Hackney's own quality standards.

Choose the size best for you. These Hackney big fellows



are available in vertical models from 150- to 420-pound capacities, in horizontal models from 200- to 420-pound capacities. Write for details on these modern money-saving cylinders.



Pressed Steel Tank Company

Manufacturer of Hackney Products

1487 South 66th Street, Milwaukee 14, Wisconsin

Branch offices in all principal cities



cylinders



systems



fuel tanks for
trucks and tractors



lift truck tanks



tank trucks



bulk storage tanks

LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS



Your Customers Want To Be Metered

FOR ALL THESE REASONS

NO "OUT-OF-GAS" CALLS

PAY AFTER USE

SMALL MONTHLY PAYMENTS

ACCURATE MONTHLY BILLINGS

KNOW EXACT MONTHLY CONSUMPTION

NO NEED TO WATCH TANK LEVEL

GIVE THEM ROCKWELL METERS—THE BEST!

Perhaps you think the meter idea is too new, too hard to put across. Just consider this—most of your customers are already *conditioned* to meters. They buy electricity by meter. And many have moved from towns where gas, water and elec-

tricity are metered or know town folk and the metered advantages they enjoy.

For generations the utilities have proved the only fair way—the only businesslike way to charge for their service is by meter measurement. These utilities know that a bill based on a meter reading the customer can read and check wins and holds his confidence. Meters eliminate guesswork. They permit customers to pay for gas in *small* amounts after they use it.

You in the LP-gas business are, in a sense, part and parcel of the utility business. In many areas you directly compete. Can you afford to be without metered service? Even without competition there are many money saving, business building reasons for metering. Write for full facts. Rockwell Manufacturing Company, Pittsburgh 8, Pa.

For **FREE** booklet, **FREE** dealer aids, clip this coupon.



The little meters you need! Aluminum rust-proof case. Easy to install on brackets. And they can be repaired, quickly and economically.



ROCKWELL MANUFACTURING COMPANY Pittsburgh 8, Pa.

Gentlemen:

Please send me your booklet "Go Modern—Go Metering" and samples of dealer aids.

Your Name _____

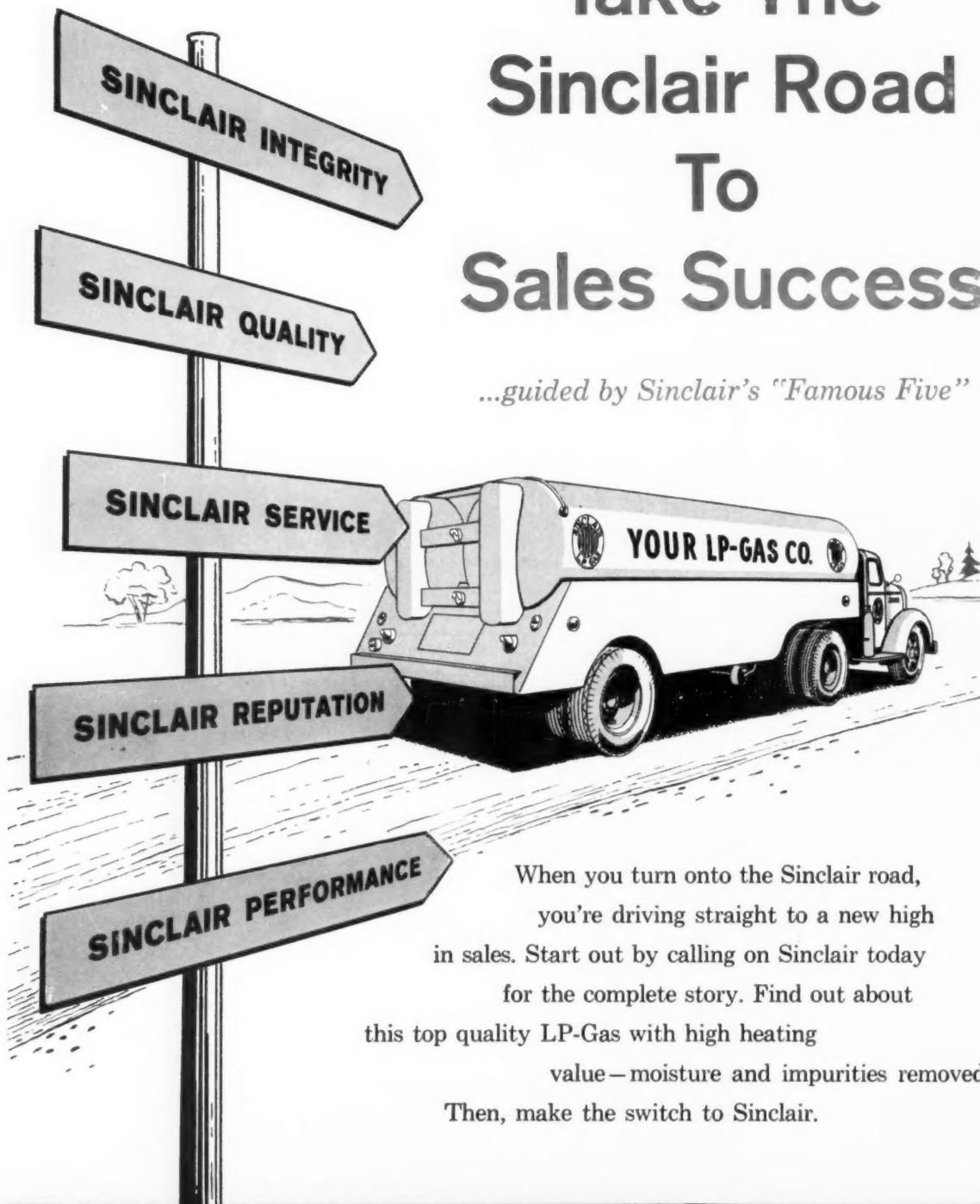
Company _____

Street _____



City _____ Zone _____ State _____

Take The Sinclair Road To Sales Success

...guided by Sinclair's "Famous Five"



When you turn onto the Sinclair road,
you're driving straight to a new high
in sales. Start out by calling on Sinclair today
for the complete story. Find out about
this top quality LP-Gas with high heating
value—moisture and impurities removed.
Then, make the switch to Sinclair.



Sinclair Oil and Gas Company
Liquefied Petroleum Gas Sales Department
Sinclair Oil Building, Tulsa, Oklahoma

SINCLAIR
A Great Name in Oil



A CHILTON PUBLICATION

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FEBRUARY 1958

BUTANE-PROPANE

News

Volume 20-Number 2

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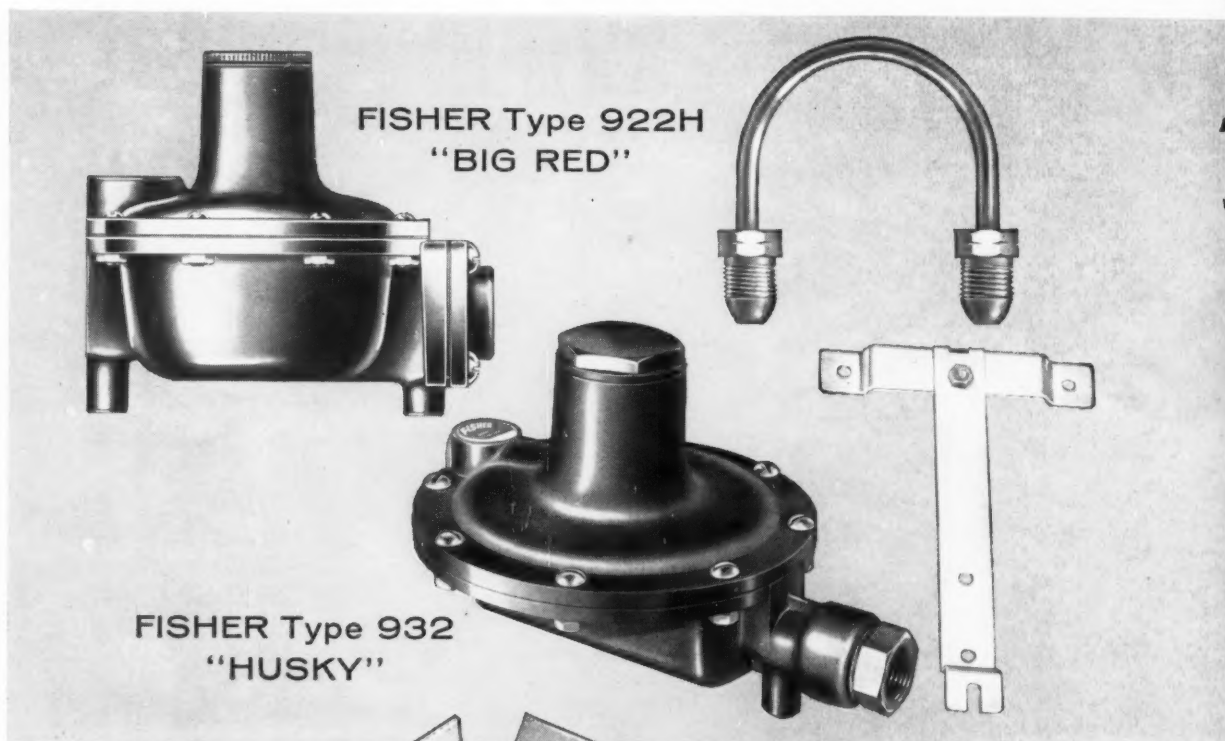
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Two Stage Regulation benefits



FISHER Type 922H
"BIG RED"

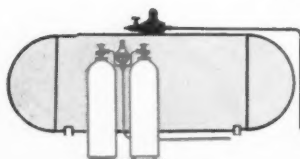
FISHER Type 932
"HUSKY"



Ready to go!

EVERYTHING YOU NEED IN ONE PACKAGE

Installation of two-stage regulation becomes a simple matter with the Fisher all-in-one packaged system. Here in one carton you have the regulators and accessory equipment you need to complete the job. No time wasted looking for missing items. Fisher packaging of this entire system makes your job easier —makes every two-stage regulation installation less costly.



IF IT FLOWS THROUGH PIPE ANYWHERE IN THE WORLD . . . CHANCES ARE IT'S CONTROLLED BY . . .

both you and your customers

- 1 **BETTER APPLIANCE PRESSURE**
- 2 **REDUCTION OF FREEZING PROBLEMS**
- 3 **SMALLER PIPING FROM TANK TO HOUSE**
- 4 **FEWER SERVICE CALLS TO MAKE**
- 5 **INCREASED GOODWILL FOR LP GAS**

Gives LP Gas a chance to deliver all of its advantages to your customer

If you want greater volume, better profits and future growth, you can't let competitive fuels outsell you on service.

Check up on customer complaints and service calls. Are you trying to satisfy the growing demand with single stage regulation?

The mechanics of reducing tank pressures to 11" W.C. with a single regulator often creates problems which lead to dissatisfied customers and needless service expense.

Check your customers now, find the source of frequent complaints. Then put in a two-stage system. You'll note the abrupt drop in service calls due to low appliance pressure, freeze-ups and leakage.

All it takes is the Fisher Type 922H set for 10 to 15 pounds for the first stage. For the second stage, put on a Fisher Type 932 set for 11" W.C. it's as simple as that!

Remember, competitive fuels are waging a constant battle for your customer's preference—don't give 'em a chance to chisel in!

FOR FURTHER DETAILS WRITE FOR CATALOG LP-7.

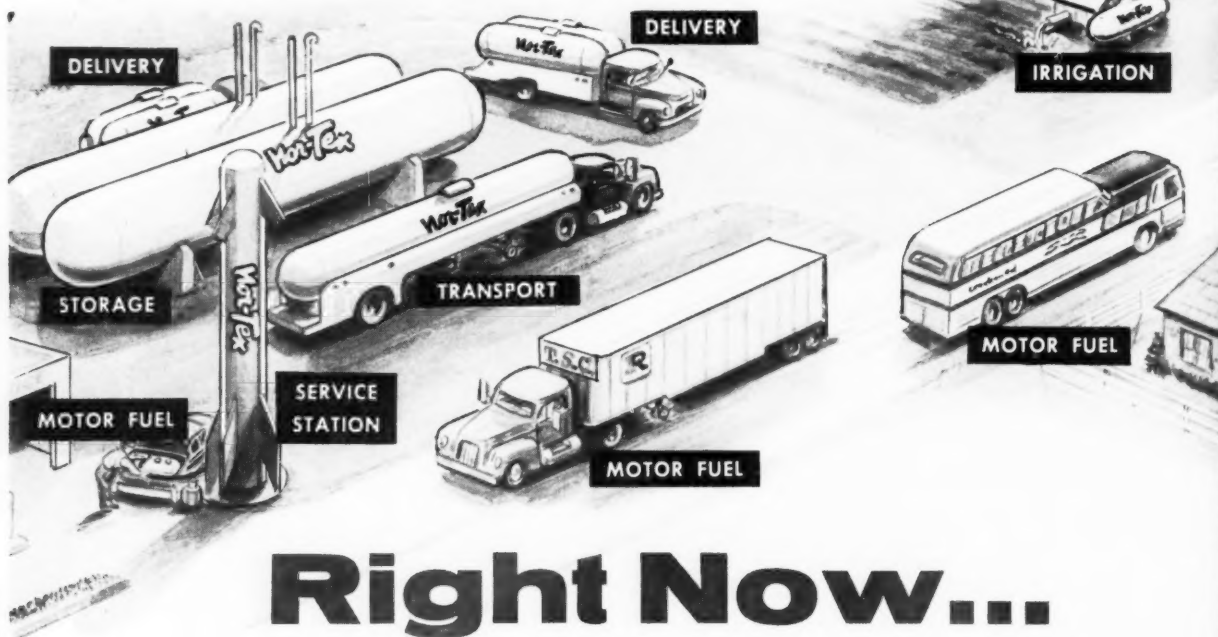


SINCE 1880

FISHER GOVERNOR COMPANY
Marshalltown, Iowa

SERVE THIS RICH LPG WITH LOW COST *Nor-Tex*

WHATEVER YOUR NEEDS in LPG equipment there is a factory tailored Nor-Tex unit ready for you. We are truck distributors and we manufacture LPG Truck and Transport Tanks, all types of LPG Tractor and Motor Fuel Tanks, Portable LPG Filling Stations, new space-saving vertical "Rockets", Trailer Tanks, LPG Storage and Domestic Tanks, Farm Carts and Anhydrous Ammonia Tanks, all built by men with years of Butane-Propane bulk plant experience. Phone, wire, or write us. Interested attention, experienced assistance and helpful suggestions are always yours for the asking.



Right Now...

there are Nor-Tex Conversion Fuel Tanks in use on trucks, busses, cabs, pleasure and business vehicles, tractors and farm machinery, pumps, construction and earth moving equipment, materials handling equipment, pipelines and drilling equipment . . . in fact, on all types of Internal Combustion Engines. Plan, now, to serve this rich LP-G fuel tank market in your area.

WRITE, WIRE
OR PHONE
FOR PRICES



Truck Owners Praise Nor-Tex 100-Gal. (PER SIDE) Step Tanks

More and more fleet and individual truck owners are installing Nor-Tex custom made LP-G fuel tanks to increase their pay loads and lower their operating cost. They praise Nor-Tex tanks for their safety features and special design for placing the weight on the front axle.

National Sales Agents for

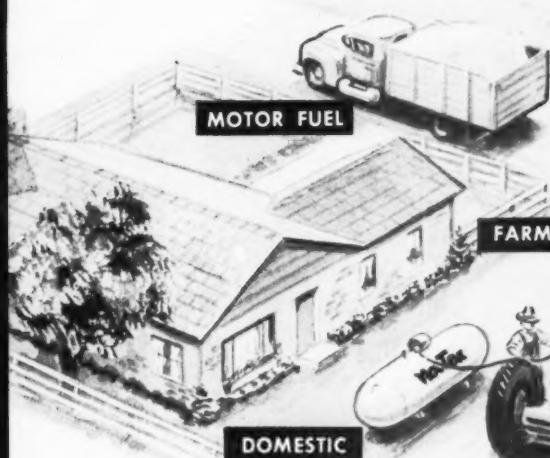
BALANCE YOUR LOAD THE

NORTH TEXAS

FUEL TANK MARKET CUSTOM TANKS

Nor-Tex TRAC-TOR TANKS are available for immediate delivery in every size and design to fit all models of Allis Chalmers, Case, John Deere, Ford, Ferguson, International, Farmall, Massey Harris, and Oliver tractors. Steering shaft through tank styles also in stock. Nor-Tex custom-built tanks come complete with mounting brackets and fittings for quick, easy installation. All Nor-Tex tanks are "production line priced."

Nor-Tex MOTOR FUEL TANKS are available for immediate delivery in every size and design for all truck models. Complete with brackets for quick, simple, easy mounting. The streamlined welded steps snug the chassis and are flush with the fenders. Comes complete with fittings installed at 90% level. Just bolt them on and connect them up.



Sell Tractor Conversions

Conversion business is booming! Nor-Tex continues to go "all out" to provide dealers with the means of overcoming the "ratio bugaboo." With users reporting fuel savings up to 60% and oil consumption reduced up to 80% many dealers have already made great strides in balancing their summer and winter loads. Consider the many possibilities pictured. Plan them into your program. Let Nor-Tex help you overcome the "BALANCE" problem. Our experience and help is yours for the asking.

Immediate Delivery On All Units
Write, Wire or Phone for Prices

Nor-Tex
LOW COST
LPG
Financing

A PLAN TO MEET EVERY NEED

NOR-TEX WAY — FINANCE THE BALANCE

TANK CO.

P. O. BOX 1219
DENTON, TEXAS
DUpont 2-5416

First in safety, service, variety

REGO



"Multivalves" mean "RegO" to thousands and thousands of satisfied users because only RegO brings you such versatility and the many time and money-saving exclusives.

RegO Multivalve Assemblies all are UL-listed... supplied completely assembled and tested... and the broad range of types with complete accessories meets every need precisely.

On all types of domestic systems—above ground or

below—the reliability for which RegO is famous protects personnel, property, pocketbook with long, trouble-free service.

The 1475 and 1477 Series, for example, provides all the necessary valve and control equipment, yet requires only a single tank opening. Regulator bracket is furnished... pigtail is bent to shape. It's no wonder tank fabricators as well as users cut costs with RegO... with safety!

For money-saving reliability, it always pays to specify REGO

DO YOU KNOW
It will pay you
dividends to join!



The **BASTIAN-BLESSING** Company

4201 West Peterson Avenue • Chicago 30, Illinois

MULTI VALVE®

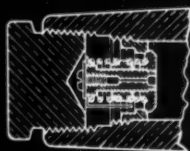
assemblies for ASME containers

THESE REGO EXCLUSIVES GIVE YOU EXTRA PROTECTION



REGO DOUBLE BACK CHECK FILLER VALVES.

Two check valves (not merely a single check valve coupled with an excess flow valve) which open easily with flow of LP-Gas into tank, and close instantly when flow stops. Assures freedom from dangerous and unexpected discharge of liquid.



REGO CHEK-LOK® (Optional)

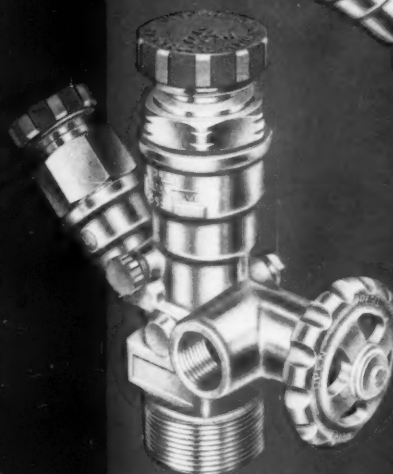
Permits attachment of shut-off valve to liquid transfer connection even though system is in service. Chek-Lok holds check mechanism in "closed" position, permitting removal of plug for assembly of shut-off valve.



REGO TRI-O-SEAL® (Optional)

Provides a leakproof O-ring seal between valve body and container opening. Crush ring allows one full additional turn of body for desired orientation.

2594 SERIES MULTIVALVE.
Includes all controls except relief valve and liquid level indicating gauge.



2595 SERIES MULTIVALVE.
Same as 2594 Series but with liquid transfer connection. Exclusive Chek-Lok available as optional feature.

FEATURES OF FOUR POPULAR REGO MULTIVALVE ASSEMBLIES FOR ASME TANKS UP TO 1000 GALLON CAPACITY

	Model 1475	Model 1477	Model 2593	Model 2594
Double Back Check Filler Valve	X	X	X	X
Vapor Equalizer and Excess Flow Valve	X	X	X	X
Service Line Shut-Off Valve	X	X	X	X
Safety Relief Valve	X	X		
Fixed Liquid Level Gauge	•	•	X	X
Pressure Gauge	•	•	•	•
Liquid Transfer Connection		X		X
Chek-Lok Liquid Transfer Connection		•		•
Single or Two-Stage Pressure Regulation	•	•	•	•
Provision for Liquid Baffle or Eduction Pipe	X	X	X	X
Provision for Slip-Tube or Float-Type Liquid Level Gauge	X	X		
Tri-O-Seal Inlet Connection			•	•

•Optional

Use Dependable

REGO Multivalve Assemblies
with ICC Cylinders, too!



2555 SERIES.
For ICC containers up to 400-lb. LP-Gas capacity and small ASME containers. Includes: service outlet valve; double back check filler valve; safety relief valve; fixed liquid level gauge; liquid baffle or eduction tube; optional fuse plug or pressure gauge. 1" or 3/4" NPT inlet thread.



7555 SERIES.
For ICC containers up to 200-lb. LP-Gas capacity, having a 3/4" pipe thread opening—projects only 5" above cylinder spud. Includes: service outlet valve; back check filler valve; fixed liquid level gauge; liquid baffle or eduction tube; pop-action relief valve. Fuse plug is optional.

**bigger payload
bigger profits!**



Dallas T-1 and A-202

TRANSPORTS

... designed to INCREASE YOUR PAYLOAD up to 500 gallons over other transports! Fabricated of either A-202 or the revolutionary 105,000 tensile T-1 steel, the Dallas Neck-Down Transport pictured above will carry up to tank car capacity, dependably, safely! And it's traffic-tested for road-ability, ease of handling!

Whether you're carrying LPG or NH_3 , Dallas Transports will INCREASE YOUR PROFIT because they are designed with less dead weight and EXTRA PAYLOAD!

Your assurance of reliable quality is Dallas Tank experience in designing and fabricating more than 2½ million tons of steel into industry's finest pressure vessels! *Let us quote you ... call, write or wire today!*

WRITE TODAY FOR
NEW DALLAS CATALOG

DALLAS TANK COMPANY, INC.

203 West Commerce St., Dallas 22, Texas
Riverside 1-5001



REFINERY EQUIPMENT



TRANSPORT TANKS



STORAGE TANKS



TRUCK TANKS



SKID TANKS



DISPENSER UNITS

AMERICAN®
metered service
cuts costs
and helps build
sales faster.



W-45-LPG Welded Steelcase Meter

A new approach to meter maintenance. Adequate capacity for average homes without central heating. Light weight, sturdy, economical. Rated capacity 45 cfh propane at 1/2-inch w.c. differential — 5 psi working pressure — 1/2-inch F.P.T. connections.



American® LP-Gas meters simplify deliveries — costly cross-hauling and time-and-money wasting out-of-gas deliveries are stopped once and for all when metered service takes over. These sturdy, compact meters make possible increased storage on customers' premises and reduce multi-service installation costs.

LP-Gas meters bring "utility-type" service to your customers — build satisfaction and confidence in your service and help you sell more gas and gas appliances.

Economical Welded Steelcase and Aluminumcase meters provide the accuracy, dependability and low maintenance cost that have made American equipment the standard of comparison for more than 120 years.



Large Ironcase Meters



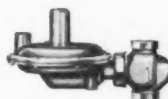
Meter Provers



Wet Test Meters



Welded Steelcase Meters



Reliance Regulators

AL-110-LPG Aluminumcase Meter

Provides accurate measurement from pilot burner to full capacity loads. Handles small commercial loads and medium-sized homes with heating. Compact, light weight, die-cast aluminum alloy body construction provides high resistance to impact damage. Rated capacity 110 cfh propane at 1/2-inch w.c. differential — 5 psi working pressure. Available with 3/8-inch, 1/2-inch or 3/4-inch F.P.T. connections.



AMERICAN®
METER COMPANY
INCORPORATED, ESTABLISHED 1833

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Omaha • Pittsburgh • San Francisco • Seattle • Tulsa
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Milton, Ontario • Calgary • Edmonton • Montreal • Regina

SUPPLIERS TO THE GAS INDUSTRY for Ironcase, Tinned Steelcase, Aluminumcase and Welded Steelcase Meters • American-Westcott Orifice Meters • Instruments • Reliance Regulators • Apparatus • Valves



IT'S NOT TOO EARLY!

PLAN *Now* TO BUILD THAT SUMMER LOAD

Avail yourself of our many facilities designed to help you obtain and hold more Summer business.

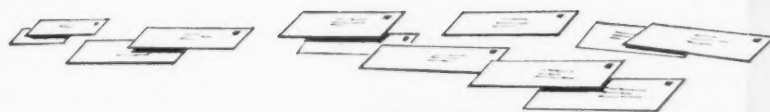
Just write, wire or phone our nearest sales office for complete details.



WARREN PETROLEUM CORPORATION
TULSA, OKLAHOMA

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BPN



Letters

Determining orifice sizes

Maine

Every once in a while we run into a job where propane is used at high pressure. In several cases the orifices were wrong and we had to do a lot of guessing to get them somewhere near right.

Ten pounds seems to be a pressure frequently specified and we want to make an orifice table for propane based on that pressure. Several of us have been working at it but we haven't come very close. Take a No. 55 drill. One figure we get is 97,000 Btu and another is 126,000 Btu.

Wish you would figure that one out and show us how you do it. If we can see the figures on that we can get the rest.

C. E. S.

The flow through an orifice at pressures up to 10 or 11 in. water column pressure is determined by the formula $Q = 1658.5$

Various types of fixed orifice spuds.

EFFECT OF TYPE OF ORIFICE ON COEFFICIENT OF DISCHARGE K

Type	Angle of Approach	No. 72 DMS Orifice	No. 57 DMS Orifice	No. 55 DMS Orifice
IV	12°	0.82	0.83	0.83
V	15	0.82	0.82	0.83
II	19	0.82	0.80	0.82
I	60	0.80	0.81	0.80
III	90	0.64	0.63	0.65

$KA \sqrt{\frac{H}{d}}$ since the rate of flow "Q" is often known and the size of the orifice is to be determined, the formula can be rewritten, $A = \frac{Q}{1658.8 K \sqrt{\frac{d}{H}}}$

Q = Actual discharge in cu ft of gas per hour
(Btu per hour per orifice)
(Btu per cu ft of gas)

K = Coefficient of discharge

A = Area of orifice in sq in.

H = Gas pressure in in. of height of water column. Multiply lb per sq in. $\times 2.768$ to get inches water column

d = Specific gravity of the gas.

If pressure above 11 in. we are involved, the actual gravity of the gas will be higher than the gravity as determined. Correction for this effect has been made in the following formula:

$$Q = 33.633 KA \sqrt{\frac{H}{d(H + 408.3)}}$$

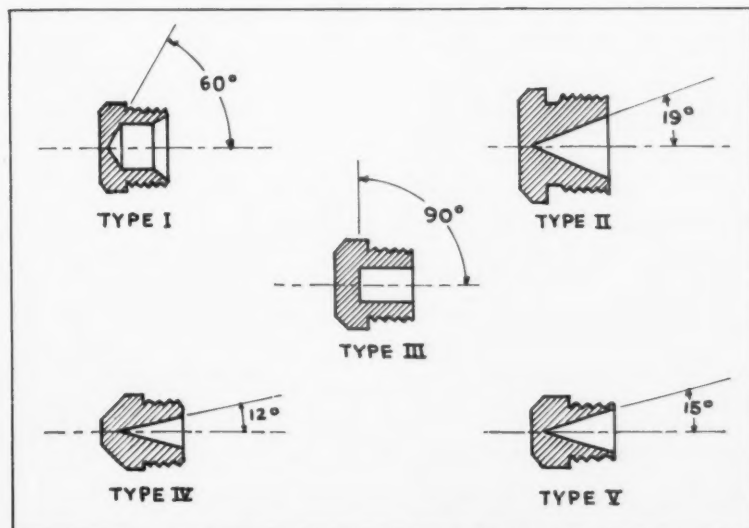
Rearranged to solve for the area of the orifice it becomes:

$$A = \frac{Q}{33.633 KA \sqrt{\frac{d(H + 408.3)}{H}}}$$

The coefficient of discharge "K" is the character in the woodpile that causes the trouble. It varies with the orifice size, type, shape, and length.

The attached sketch showing "Various Types of Fixed Orifice Spuds," and the table which shows the "Effect of Type of Orifice on Coefficient of Discharge K" are taken from the American Gas Association's book, "Gaseous Fuels."

This book also states that "Average discharge coefficients for various sized orifices having angles of approach ranging from 12 to 60° do not vary appreciably. The dis-



Various types of fixed orifice spuds.

Letters • Continued

charge coefficient for a No. 80 orifice was 0.77 and gradually increased to a value of .815 as the orifice size increased to a No. 71. From orifice size 71 to 51 it remained practically constant at 0.815 and then gradually increased to nearly 0.85 for a No. 45 DMS. For general calculations these values for coefficient of discharge may be used. For larger orifices than No. 45 the coefficient 0.85 may be used without appreciable error."

The AGA's earlier publication,

"Combustion" (now out of print), goes farther and states that "C" may vary from 0.86 for 3/32 in. dia. orifice to 0.98 for a 3/8 in. orifice operating at high pressures.

From the above it can be seen that the coefficient of discharge "C" varies considerably, although it is relatively constant in the range of 71 to 50 drill sizes for the more common orifice spud with an angle of approach between 12 and 60°.

It has been found that orifices drilled in the field are not as accurate as those produced in the orifice spud manufacturing plants. It

has been found that the orifice will run nearly a drill size over when drilled in the field. Also, they are more likely to contain burrs or other imperfections which affect flow.—Ed.



Propane will outpoint oil for heating

Minnesota

We are building a multimillion dollar school house. The engineers have settled on heavy oils such as No. 4, 5, or 6 for heat, with a possible alternate of propane.

Are there any facts, and figures, you can send along with manuals, and articles, that would help me in my effort to swing the job to propane?

R. J. N.

Many architects and heating engineers are taking a second look at the simplicity and economics of L. P. gas unit heating systems for schools and other public buildings. Initial cost is much less, operating and maintenance costs are sharply reduced. Simple, easily adjusted temperature controls in each room provide selected temperature to suit the needs of each room.

Large boilers operating on a good load and where burners are well maintained can perform quite efficiently on oil. However, where the load is irregular, and burner maintenance is poor, efficiency will drop well below 70 per cent and is more likely to be near 60 per cent. Another item sometimes overlooked is the cost of power for pumping, steam or power to heat the oil, labor, and parts for maintenance of burners and the boiler itself. Most combustion engineers calculate these costs at 1½ to 2 cents per gal. of fuel burned. The heavier the oil the higher the costs.

A gallon of the heavier oils will contain about 150,000 Btu per gal. Actually, at 60 per cent boiler efficiency only 90,000 Btu from the gallon do useful heating. On the other hand, approved L. P. gas heating appliances operate at an efficiency of 78 per cent or better. A gallon of propane contains about 92,000 Btu. At 78 per cent efficiency the heat from one gallon doing effective work is 71,760 Btu. Then it is readily seen that it only requires 1.282 gal. of propane to do the work of a gallon of oil even

Specifically Designed

FOR FOOLPROOF L. P. GAS CONNECTIONS

HANSEN

3-GRL1621

QUICK-CONNECTIVE COUPLINGS



DISCONNECTED

Closed valves in Socket and Plug provide positive shut-off on both sides of line.



PARTIALLY ENGAGED

Coupling sealed by O'Ring — while valves remain closed. No possibility of premature flow or leakage.



FULLY ENGAGED

With Socket and Plug fully engaged to insure positive, foolproof connection, valves open to permit free flow of gas.



Specifically designed for L. P. gas line connections, Hansen GRL Couplings completely eliminate the hazard and annoyance of leakage or spillage of gas.

To connect (no tools required), you merely push the Plug into the Socket — all the way. To disconnect, just turn sleeve — Coupling instantly and automatically shuts off both ends of line.

Sockets available with ¼" female pipe threads. Plugs available with ⅜" female pipe threads.

Write for descriptive literature



APPROVED BY UNDERWRITERS' LABORATORIES

SINCE 1915



QUICK-CONNECTIVE FLUID LINE COUPLINGS

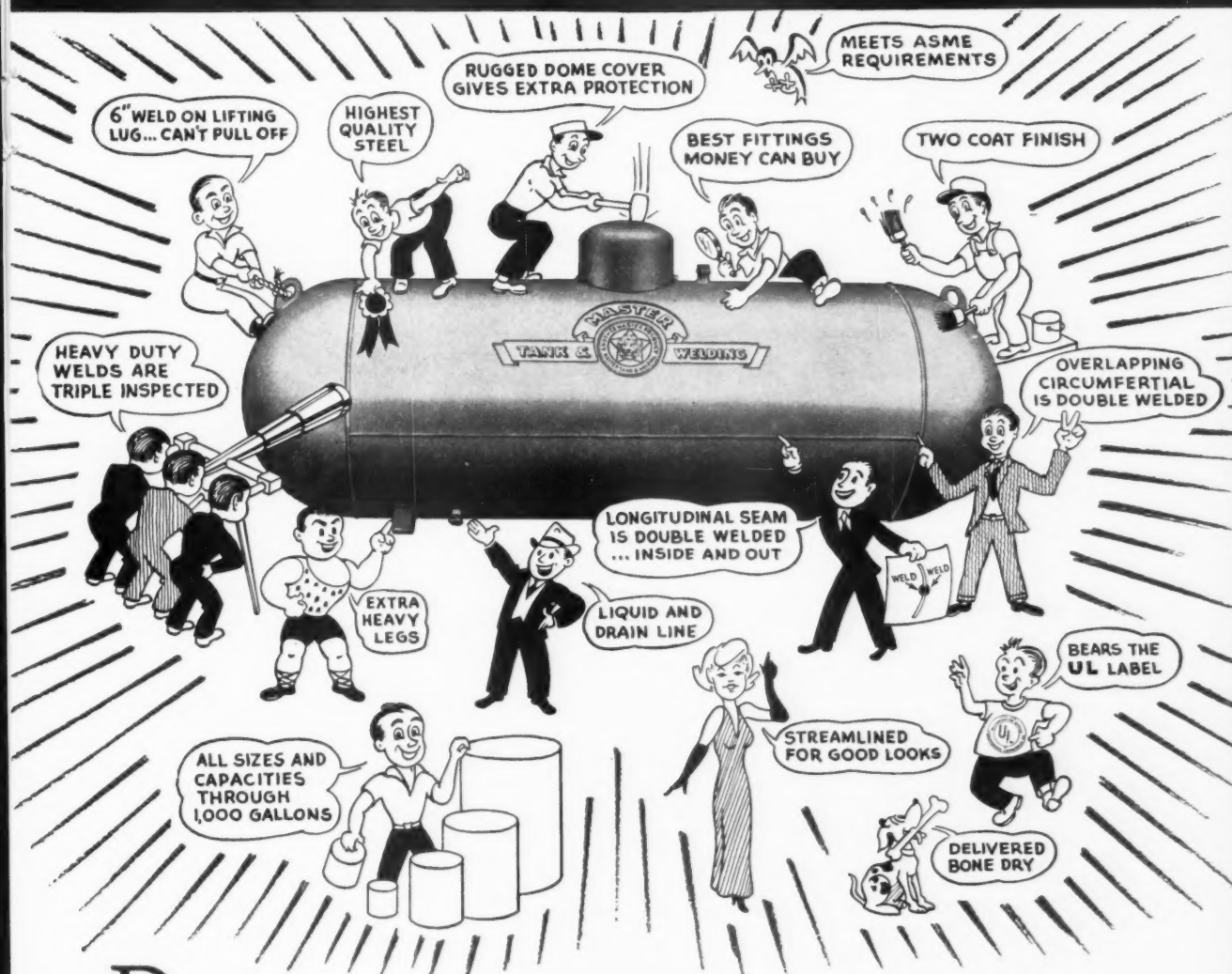
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IS A *Masterpiece of Safety*



Domestic systems by Master are high quality products you can depend upon because of Master Tank & Welding's years of experience in building better, stronger, safer tanks. Only the highest quality materials, the most advanced engineering, and the finest workmanship are used in constructing a Master tank. From the largest to

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Call Master for all your LP gas pressure vessel needs.



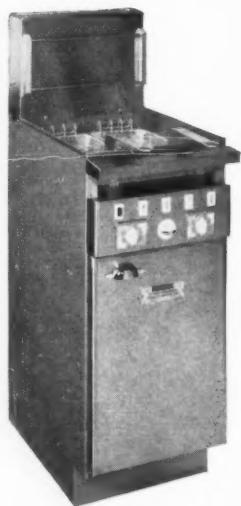
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KEATING

Instant Recovery FRYERS!

The Fryer guaranteed to outproduce
all others—gas or electric



The Keating 14" Trump

- ★ Automatic Time and Temperature Control
- ★ Instant Temperature Recovery
- ★ Greatest Heat Input Ever



The Keating Trump is the only high input (80,000 BTU's) fryer approved by the AGA for use with LP gas.

A Fabulous FREE Trial Offer!

Prove to yourself and to your customers—
You can't beat a Keating Fryer!

Order Keating Fryers for trial installations at your customer's address. If after two weeks a customer is not completely convinced of the superiority of a Keating Fryer, you may return the fryer for full credit PLUS freight charges—BOTH WAYS!

To learn more about the famous Keating Trump Fryers and how YOU can extend this generous trial offer to YOUR customers, write:

FRYING EQUIPMENT & SUPPLY COMPANY

1210 West Van Buren Street
Chicago 7, Illinois

Letters • Continued

though a gallon of oil contains over 50 per cent more heat units.

L. P. gas will provide a one-fuel system as it will handle cafeterias, domestic science rooms, water heating, laboratories and other miscellaneous uses. It is far superior for these services than electricity because it is always there when needed, does not require expensive electric switches and controls, less maintenance expense and damage to appliances because of spillovers, etc.

We know of many schools that have been sharply criticized because of all electric equipment in the cafeterias and domestic science classrooms. We have record of two or three Armed Services housing areas which were originally all electric equipped. They later junked all the electric equipment in favor of a complete L. P. gas system and appliances. The reasons for this complete change were excessive maintenance expense, inability to keep up with maintenance, and general home user dissatisfaction.—Ed.



Chemicals not the answer to correct odors

Pennsylvania

We are plagued by customers complaining about the excessive odor when their cylinders are about empty of propane gas.

Please advise us if there is a chemical on the market that can be injected into these cylinders to neutralize and purge the cylinders before they are filled again.

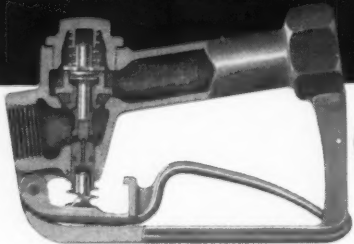
E. R. H.

The trouble you are encountering with customer complaints about excessive odor is common. It occurs on cylinders and eventually bulk tanks that have been in vapor withdrawal service for extended periods of time. Oily ends and odorants accumulate and gradually build up in the container. Eventually the build-up is sufficient to cause overodorization of the gas when the tank runs low. Excessive odorant is not destroyed during the combustion process.

We do not know of any chemical that can be used to neutralize the odor. If such a chemical was available, it would probably neutralize

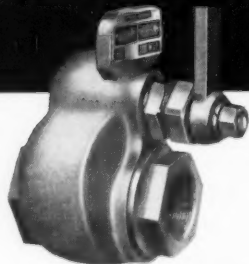
Okadee

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Specially designed for faster transfer of propane or butane from storage tanks, delivery trucks or dispensing pumps to receiving tanks. Lightweight—only 2½ lbs. Easy to reel out and in. Automatically and safely bleeds the pressure between nozzle and vessel valve when tank is filled and nozzle is closed. Write for Bulletin 357.



OKADEE VALVES FOR BULK STATIONS

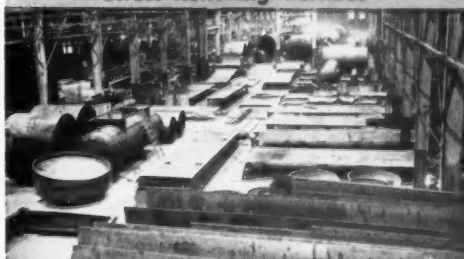
Okadee non-lubricated valves are the ideal choice for LP Gas bulk station application. Used by many leading refineries and LP Gas manufacturers. The metal-to-metal hardened seats and discs provide bubble-tight seal. Write today for Bulletin 1256.



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Fabricating Bay — Tulsa Plant



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Des Moines, Ia. — 327 Insurance Exchange Bldg. — CHerry 4-5347



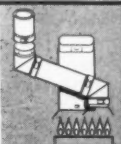
Can your gas vents rate this seal?

The new red-and-black Metalbestos "Safety Seal" identifies an all-Metalbestos vent designed in accordance with the Metalbestos "Safety System" Gas Vent Tables. It's a visual reminder to builders and contractors, inspectors and home-owners that you've installed:

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- ➔ **JOB-SITE ECONOMY** — Metalbestos "Safety System" Gas Vent Tables eliminate wasteful, costly oversizing ... let you plan "correct-to-the-inch" vent sizing before you go to the job.



Find out how the new Metalbestos "Safety System" can solve your gas vent problems ... increase your over-all job profits. Write Dept. M-1



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WILLIAM WALLACE COMPANY • BELMONT, CALIF.

Stocked by principal jobbers in major cities. Factory warehouses in Akron, Atlanta, Dallas, Des Moines, Newark, Chicago, New Orleans, Los Angeles

Letters • Continued

all the odor in the gas and destroy the effect for which it is placed in the gas in the first place.

The proper way to cure this trouble is to remove the cause from the cylinder. The June, 1955, issue of *BP-News* describes several ways in which the cylinders may be cleaned.—Ed.



Impurities in fuel

Mexico

Please recommend to me a process, or filters, or any other available equipment to retain propane impurities that pass through the liquid filter of the L.P.G. carburetion equipment and accumulate in the regulator vaporizer unit, principally in the low pressure zone. These impurities present themselves in a mud-like, solid form, sometimes in a gray color and other times in a green color like sulphur.

The process or equipment to retain these impurities may be installed at the bulk plant or at the dispensing plant or in both.

R. S. C.

I have encountered the same trouble which you are apparently running into with the motor fuel. In our case we went to the refinery and had them pay more attention to their production process.

Even metallic filters do not seem to be able to remove the impurities. Apparently the impurities are dissolved in the liquid fuel under pressure, but when the pressure is released and the fuel is converted to gas, finely divided solids are precipitated. We expect that you find these deposits at or near the regulator orifices—both primary and secondary.

In our case the deposits consisted of sulphur or sulphur compounds.—Ed.



Facts for LP-Gas Jobbers

- 🔥 LP-Gas Jobbers buy direct from Pure Oil—producer of its own LP-Gas.
- 🔥 PURE ships promptly in any weather in its own tank car fleet, or by transport truck.
- 🔥 PURE owns many sources for Puregas—to insure jobbers of a steady supply—and PURE'S production capacity continues to increase.
- 🔥 PURE'S huge underground storage facilities assure supply of Puregas when you need it most.
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STRENGTHEN YOURS. CALL OR WRITE THE PURE OIL
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POWELL

world's largest family of valves



Fig. 86196—Steel Horizontal Lift Check Valve. Screwed cap, stainless steel spring guided disc holder, and renewable screwed-in seat rings.



Fig. 8150—Bronze L.P.G. Globe Valve, Union Bonnet, integral seat.



Fig. 8158—Bronze L.P.G. Horizontal Lift Check Valve. Screwed cap; integral seat.



Fig. 86191—Steel L.P.G. Angle Valve, Union bonnet, screwed-in nickel bronze seat rings.



Fig. 86190—Steel L.P.G. Globe Valve, Union bonnet, screwed-in nickel bronze seat rings.



Fig. 8151—Bronze L.P.G. Angle Valve, Union bonnet, integral seat.

Powell L.P.G. Valves are fitted with a special composition disc and are rated 400 W.O.G. Bronze Globe and Angle Valves are also available with screwed-in nickel bronze seat rings. All valves are listed by Underwriters' Laboratories, Inc.

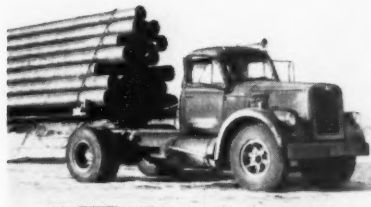
FOR EVERY FLOW CONTROL PROBLEM Powell offers more kinds or types of valves, available in the largest variety of metals and alloys, to handle every flow control requirement. Your local valve distributor will be glad to tell you all about them. Or write to us for the full facts.

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♦ **TRUE TRUCK TORQUE**
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INTERNATIONAL model V-225 tractor
with 549 cu. in. V-8 engine



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with 401 cu. in. V-8 engine

Greater Gasoline Economy

All-Truck INTERNATIONAL heavy-duty V-8 engines with *True Truck Torque* combine short stroke with low engine rpm. The result: less engine friction and drag. More working power is released from the engine, less gasoline is required to maintain it.

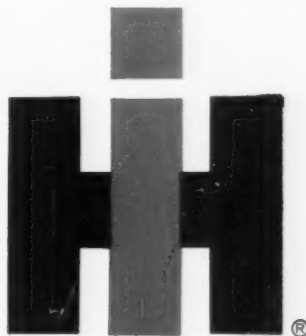
More Usable Power at the Wheels

Efficient engine power doesn't pay off until it reaches the wheels. Heavy-duty INTERNATIONAL V-8 Truck transmissions and axle ratios convert low engine rpm into extra-payload hauling power at the wheels where it counts. That's *True Truck Torque*! There's more "go" with more economy because engine, transmission and axle are balanced to match truck, traffic, terrain and job exactly!

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INTERNATIONAL heavy-duty V-8's combine rugged, all-truck design with big 401, 461 or 549 cubic inch displacements to develop full horsepower without life-shortening stress or strain. Exclusive "wet" replaceable valve guides, fully machined combustion chambers and other endurance features cut your maintenance costs.

Whatever your hauling problem, there's a heavy-duty INTERNATIONAL Truck with *True Truck Torque* V-8 engine to handle it. Proof? See the statements of INTERNATIONAL heavy-duty V-8 truck owners who do the same truck job you do... at your INTERNATIONAL Dealer!



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Motor Trucks • Crawler Tractors
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NEW 5-STAR GENERAL WATER HEATER HAS EVERYTHING



★ **CUSTOMER APPEAL**; the smartest new cabinet style in America, streamlined, with all controls enclosed. It can be installed anywhere in the home or "built-in" with other cabinets. ★ **CONVENIENCE**; eye-level temperature selector is located where it can be used. ★ **EFFICIENCY**; new geyser-action with heat-wrapped tank and twin milled-slot burners, heats water faster than any other water heater. ★ **LONG LIFE**; new DuroGlas tank lasts longer...full ten year warranty. ★ **ECONOMY**; the 5-Star General costs less to operate than ordinary water heaters...and the total cost is less in the long run. Here is everything you need to beat competition and make more money. See your Holly-General representative or write for literature.

HOLLY-GENERAL COMPANY



Manufacturers of **HOLLY** heating and air-conditioning equipment and **GENERAL** water heaters.
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A DIVISION OF THE SIEGLER CORPORATION

FEBRUARY 1958

beyond the mains



THE RURAL ELECTRIFICATION ADMINISTRATION MUST BE ABOLISHED.

The noble task for which it was established back in the depression days is done. But like the "Man Who Came to Dinner," it still remains. It has built itself into booming, blooming bureaucracy with but one objective--to control the power facilities of the nation. REA is now hell-bent on a grand crusade to create a government power monopoly. This, they tell us, is good. But monopolies are always good until they become bad. History tells us that they have always become bad.

The people of America long ago sought and obtained legislation to end the bad effects of monopoly by private business. We are now struggling to avert monopoly dictatorship by organized labor. There is hope that we will succeed. We have met the threat of damaging monopoly by privately operated public utilities, by controlling the phases of their activities which might become bad.

But REA is a different breed of cat. It is an arm of the government. Theoretically it is "the people." Government can find ways to control any form of private monopoly, but governments have been singularly unsuccessful in controlling themselves. In a democratic nation, only the people can control the government, and sometimes these governments come under control very late. In the case of the REA, it is later than you think.

You paid the taxes that gave birth and nourishment to its burgeoning offspring, the Rural Electric Cooperatives. You pay the taxes that enable them to bore into the urban industrial picture, no matter whether you are in direct competition with them, or hundreds of miles away. Your taxes are financing its crusade to crucify competitive private industry.

REA is the hard core of an unholy alliance of Public Power Interests presenting today's greatest threat against the American system of free competitive enterprise. It is the direct threat of economic dictatorship, but it is a great deal more than just that. It is a threat against your right to be in business for yourself. Any increase in the economic power of the government must always be balanced by a corresponding loss of

Continued



personal freedom and individual rights. The one offsets the other. So while we spend billions for defense against the tidal wave of communism from across the seas, we spend more billions to plow the ground for its growth at home. How the ghost of Stalin must be laughing at what our nation is doing to itself!

REA was created by act of Congress. It can only be killed by act of Congress, and that takes votes. We can never hope to get the votes of the states whose citizens ride the gravy train. The Wayne Morses, the Fulbrights, the brave volunteers from the TVA states, will fight to the last ditch to keep the pork in their barrels. Victory can only come through the votes of senators and congressmen whose voters just pay the taxes without dividing the spoils. They are the people in the big cities, and in the states where the rural electric cooperatives are not yet strong. This thing has been done to us by a militant minority, through the time-honored process of log rolling. It is long past time for you to tell your senators and representatives to come out of the woodpile and vote to protect you and your children against the growing menace of government monopoly.

NEWS FLASH--MISSOURI BECOMES THE "SHOW OTHERS HOW" STATE.

How to provide adequate service training has long been one of the big problems of our industry. Being too big for the average dealer to handle, it has become a major activity with the state associations. But the amount of this kind of work that needs to be done can not be carried out by any state association staff or financed completely from association funds. Long ago we called attention to the fact that the adult education departments of the public schools could be used in this work, at a considerable saving of cost to our industry. At our October appliance manufacturer-dealer conference in Chicago we again pointed out these facilities in connection with the needed industry sales training program.

We do not know whether the recently announced Missouri LP-Gas Association Statewide Service Schools program sprung from our earlier suggestion--and we do not particularly care. The important thing is that Missouri is doing it, and doing it intelligently. Under the co-sponsorship of the Missouri Association and the Distributive Education Section of the State Department of Education, these service schools will be held in 20 locations. Each school will consist of 12 weekly sessions. Instruction will be conducted by the general science and physics teachers of the schools, assisted when needed by experienced men from the LPG industry. An LPG employee wishing to attend the school may do so without traveling more than 50 miles from his home. And enrollment is open to anyone, whether or not his firm is a member of the association. We commend this as a progressive and intelligently planned program.

Karl Abell

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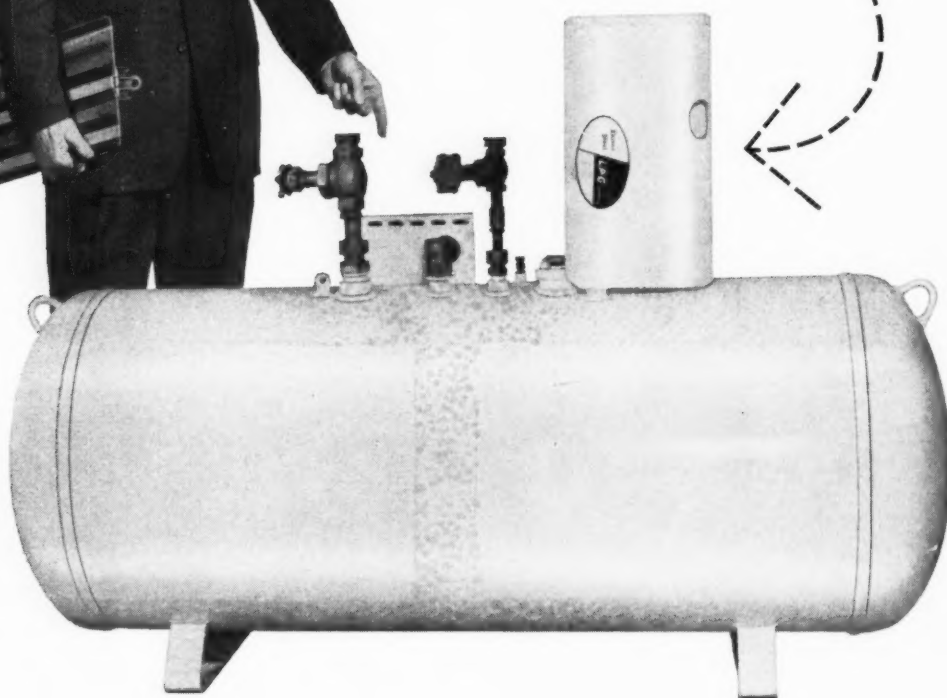
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LOW MILEAGE COSTS

*Budget or Lease-
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All controls under one hood for easy servicing



In Kaiser Steel LP-Gas Systems all fittings are centrally grouped under one convenient hinged hood on top of the system. This makes servicing easier (and quicker) for your drivers — means extra profits for you.

CUSTOMER-PLEASING FEATURES

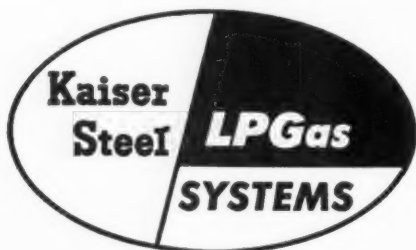
Your customers can be sure of efficient, uninterrupted operation when you install Kaiser Steel LP-Gas Systems. Precision valves, gauges and regulators are the most accurate available. Each part of the system has been carefully checked for maximum safety. And, because all moisture has

been removed, the fear of winter freeze-ups is eliminated.

LASTING GOOD LOOKS

Tanks are fabricated from steel plate that has been specially processed to resist rust and scale — then painted with prime and finish coats to provide an attractive, corrosion-resistant finish.

Kaiser Steel LP-Gas Systems are available for residential, commercial and industrial use. Bulk storage tanks are fabricated in sizes up to 30,000 gallons water capacity. Call or write now for complete information.



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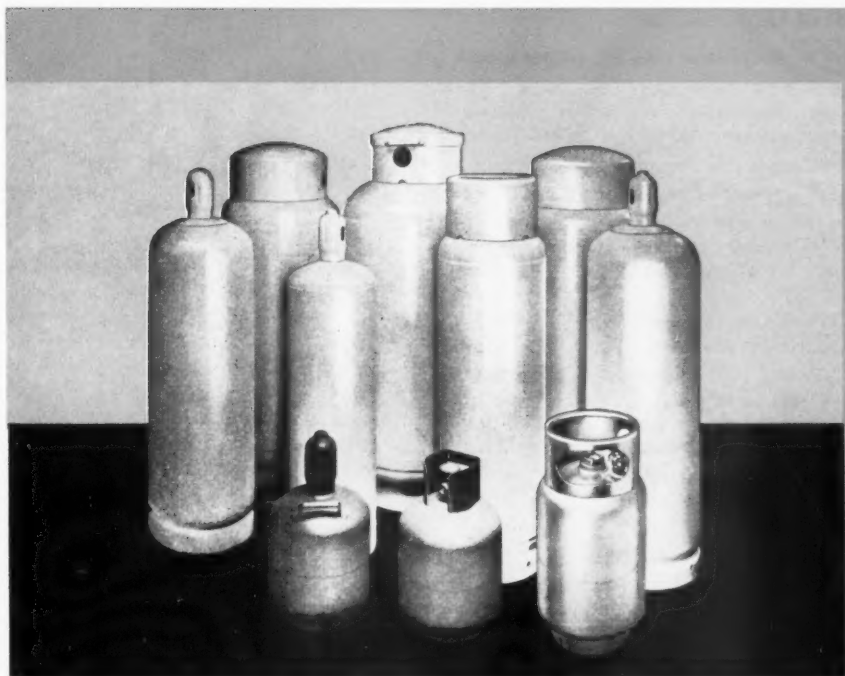
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by **Scaife**

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A century and a half of engineering and production skill goes into each Scaife LP-Gas cylinder. The "Label of Leadership since 1802" is your assurance of the finest, most dependable cylinders ever made.

Whatever you require from the 20 pound type through the 100 pound cylinders to 300 and 420 pound stationaries, there is a Scaife cylinder to meet your needs. There are 20 models to choose from too. If it is lift truck cylinders you want, Scaife has them also and like all Scaife cylinders they feature lightness for ease of handling and durability for long service life.



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**Continuous
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masters
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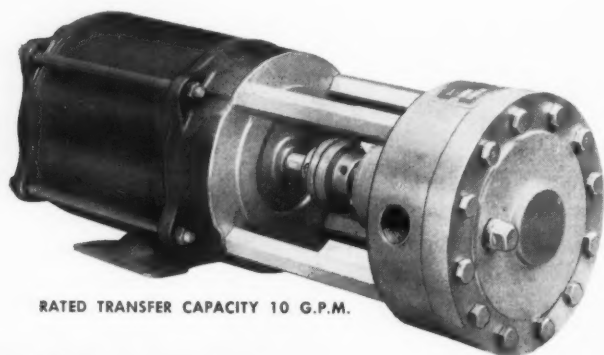
**155 Years of
Manufacturing
Experience**

LARRY SMITH (*Master at Conservative Understatement*) USES SUPERLATIVES TO DESCRIBE NEW L.P. GAS PUMP MODEL EC-1:

"...Lowest priced...best built...easiest to install...most satisfactory to use."

"In our 20th year as manufacturers of LP-Gas pumps exclusively, we now present Model EC-1, the finest product of our experience. It is designed to take rough service if necessary. The cost is low because it is built with all modern methods of high production."

- ★ COSTS LESS than competitive pumps of same capacity, yet has usual superior Smith construction.
- ★ Mechanical shaft seal of our own design and manufacture, same as larger Smith Pumps . . . exclusive . . . patented . . . no leaks.
- ★ BUILT-IN STRAINER saves buying and installing a \$10.00 item.
- ★ CONTINUOUS-DUTY MOTOR—other makes use intermittent-duty motors, much less rugged.
- ★ BUILT-IN BYPASS VALVE discharges either back-to-tank or within pump. No outside bypass valve to buy or install, saves another \$15.00.
- ★ EXPLOSION-PROOF MOTOR, continuous duty, with built-in switch and thermal overload protection, can't burn out.
- ★ SIMPLE GEAR DESIGN provides highest efficiency and enough capacity against pressures to fill cylinders and trailer pots through liquid meters if desired . . . 10 GPM with vapor connection . . . 7 GPM without vapor connection . . . at 75 P.S.I. differential. . . Fork lift tanks no problem.
- ★ EASIEST TO INSTALL with minimum of pipe fitting because strainer and bypass valve are built in.
- ★ Designed to meet U.L. requirements.
- ★ Super-hard gears, another Smith Pump exclusive, provide longest wear under difficult conditions.
- ★ Not a tiny, thin-walled pump . . . weight, uncrated, 100 lbs. . . overall length, 24 inches.



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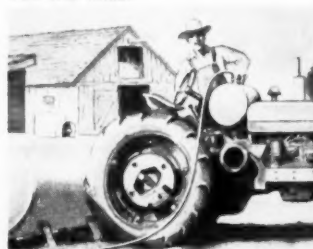
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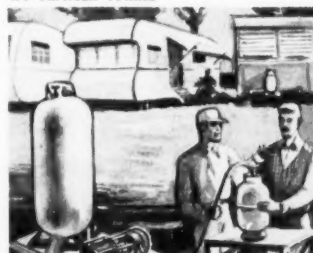
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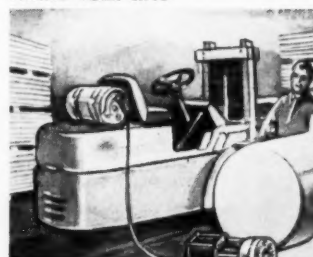
ON THE FARM



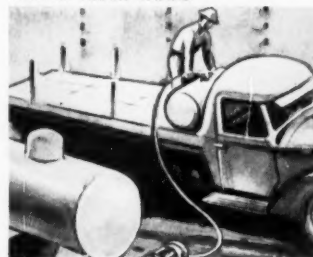
IN TRAILER PARKS



FILLING FORK LIFTS



FILLING TRUCK TANKS



FEBRUARY 1958



HOT WATER FOR RENT

By W. J. MALCHIODI • The Protane Corp.

and

R. N. SPEAR • Ruud Manufacturing Co.

MANY thousands of potential L. P. gas commercial water heating sales are falling into the laps of coal, oil and electric competitors because LPG dealers have failed to take effective steps to get the business.

Every new commercial building that is off the gas mains must have one or more new water heaters. Included in the potential users are schools, churches, hospitals, motels, restaurants and industrial plants. All these buildings must have an adequate supply of hot water for normal sanitation, and in many cases for dishwashing, showers, laundering and other uses. Somebody must supply water heating equipment and fuel to heat the water—it might as well be the L. P. gas dealer who makes both of these profits.

Replacement market

In addition to new buildings, the

replacement market for commercial water heating equipment is tremendous, not only on account of worn out or obsolete units, but also because the existing water heaters in many old buildings are not adequate to supply current needs for hot water. According to a study made by the Protane Corp., the number of commercial buildings with a modern and adequate supply of hot water is in a pathetic minority.

Year-round volume

For the L. P. gas dealer looking for a means to increase his steady year-round volume, commercial water heating offers an ideal answer. Here are the reasons:

The gas load from one commercial water heater installation will generally equal that from three to ten domestic water heaters. That means larger and more economical deliveries. These customers are

generally located on main highways or good paved streets, readily accessible regardless of weather.

Commercial customers generally keep their bills paid currently, so credit losses are insignificant.

Lower operating costs and rapid recovery rate with L. P. gas make its use more desirable than electricity, which is coming to be the big competitor for the commercial load.

Getting the water heater load now frequently leads to additional installations in the same place, as a church adds a new wing, a motel adds extra rooms, or a factory sets up additional production facilities. Having LPG available also leads to the development of additional uses, particularly in factories.

Use of LPG in commercial establishments and places where the public congregates is frequently the stepping stone to numbers of new residential contacts for the LPG dealer. It serves as a means of sales promotion at the same time that it earns a profit.

Protane Corp.'s program

With the above facts in mind, Protane Corp. set about to develop

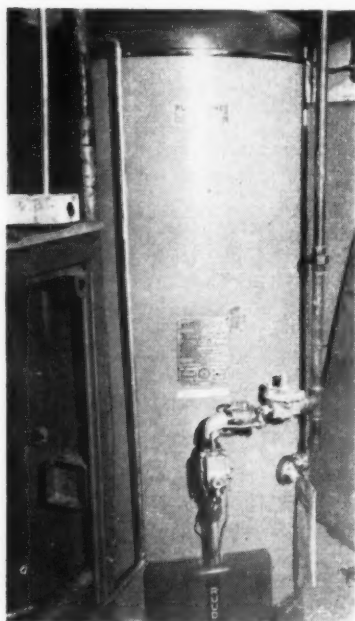
A manifold installation of six water heaters provides plentiful high-temperature hot water for low-cost laundering. The launderette rents the six heaters.



W. J. Malchiodi, general sales manager, The Protane Corp., Cleveland, reads a booklet describing Protane's commercial water heater rental plan. The program is one of the first full-scale commercial L. P. gas water heater rental programs.



Old, inadequate equipment was replaced at this restaurant by a rented modern gas hot water heater. One heater supplies a hand-operated dishwasher, three sinks, and general uses in this 600-meal-a-day establishment.



an effective program to cash in on the commercial water heating market in the nine-state area served by the company. In studying various marketing proposals Mr. Malchiodi made a careful investigation of the rental idea. His company and several others had already developed successful rental programs in the domestic water heating field, and The Citizens Gas & Coke Utility of Indianapolis was making good progress on a commercial water heater rental program in the territory served by that company's gas mains. (Up to July 31, 1957, Citizens Gas & Coke had signed up 355 commercial water heater rental contracts in a 26 month sign up period.)

The experience of that company in launching and building its program offered valuable guidance. The rental idea was new, and it took time for the utility organization to absorb the innovation. Because of its newness there was also considerable sales resistance to the plan. At first the job of selling to rental prospects was assigned as part-time duty to the company's commercial salesmen. This produced poor results. The program really started to move when one full-time man was assigned to the project.

First rentals the toughest

The first rentals were by far the toughest to sign up. The program was a complete innovation to many prospects. They were naturally skeptical, since they had grown up with the belief that coal was the proper fuel for water heating in places like apartment buildings, factories, schools, hospitals, hotels and other establishments requiring large quantities of hot water. Some of these jobs required batteries of gas water heaters to provide the necessary volume, and that idea was also new. The person who handled these sales not only had to be an exceptional salesman—he also had to understand the engineering of water heating installations. The man who was assigned to the job had an outstanding sales record, good practical technical background, and specialized training at the Ruud Manufacturing Co.'s plant in Kalamazoo, Mich.

The Citizens Gas & Coke Utility



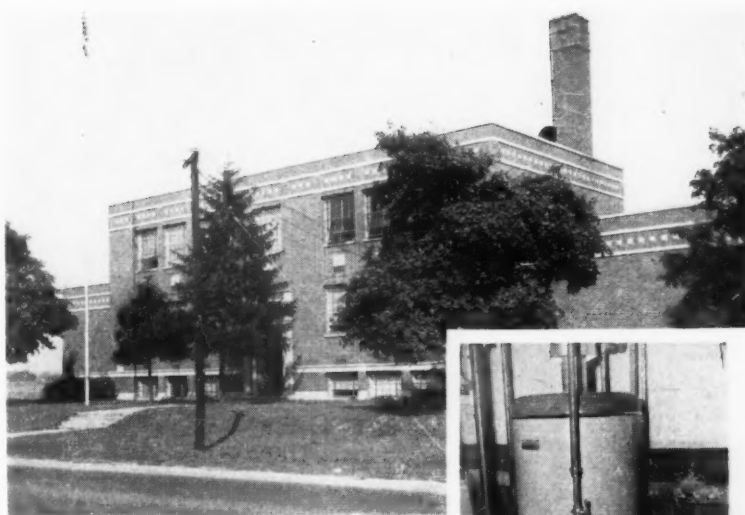
volume in this line has been developed largely in the apartment house field. They install one Ruud MST 80-80 for each ten living units, at a rental of \$9 per month. The salesman for the company works with local plumbers in setting up the rental contacts. The installation charge goes to the plumber, and the gas company collects for the rent and the amount of gas consumed on a single monthly bill. The estimated ten year profits on the rental and the gas is expected to average \$1500 per heater.

The Protane problem in connection with water heater rentals was different in several respects from that of the Indianapolis utility. Instead of being concentrated, Protane's territory is extended over nine states. It is mostly rural, without the apartment houses that provide the bulk of the Indianapolis business. Instead, the prospective users are restaurants, service stations, supermarkets, schools, churches, lodges, camps, milk stations, poultry farms, dairies, and numerous types of small factories and processing plants for farm products. Selling the rental contracts could not possibly be handled by one individual—enough men had to be trained to cover the entire nine-state territory. This in itself was a very considerable undertaking.

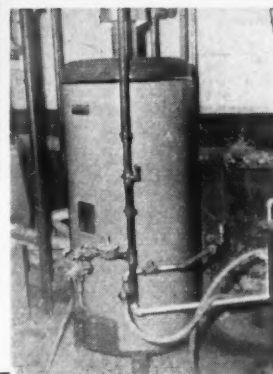
Service angle is important

In selecting equipment for a rental program, the service angle assumes great importance. In essence the supplier of the rented water heater agrees to supply an adequate amount of hot water continuously and for the life of the rental contract. The supplier pays whatever service costs may be involved. If service costs are too high, there is no profit in the rental program. With customers scattered over a wide area, travel time in making service calls is higher than in city areas. Only a high quality heater could be considered, and any special features that would give freedom from service requirements, like rust-proof tanks, would be important.

With these considerations in mind, and after surveying the av-



Out with the coal-fired boiler, in with one gas heater which supplies 180° water for the school cafeteria dishwasher and 140° water for general use. The school rents the heater.



erage hot water requirements of potential installations, the decision was reached to stock the Ruud AST 80-80 heavy duty water heater, and the new Ruud AS 20-80 "under counter" model as the two units to be available under the commercial water heater rental plan. Both these models have Alcoa (R) aluminum alloy tanks, assuring freedom from service calls due to rust. In single or multiple installations of one or two-temperature water heaters, these two models would meet all requirements.

The rental arrangement itself was "open-end"—the rented unit could remain in the customer's premises for an indefinite period. Should the customer desire to purchase a commercial type water heater, the rented unit is replaced with a brand new heater.

Since this was a new field of load building, Protane officials knew that the success of the program would depend largely upon how well the sales staff understood the requirements and problems of commercial water heating, and upon their ability to talk the language of the users. This in itself was no small educational undertaking, but the facilities were available in the

Ruud Institute of Commercial Gas Water Heating, at the company's Kalamazoo plant.

Personnel training

Training started with the key men who were to direct the rental program. Under the guidance of Ruud factory sales, service and engineering staffs they learned efficient methods of analyzing various commercial water heater markets, as well as proven methods of selling in those fields. The fundamentals of water heater engineering were reviewed. The sizing of water heaters to meet various hot water quantity and temperature demands were on the agenda, plus the vital trouble-shooting ABC's.

After these key men had completed their intensive training course, 26 district managers were selected for the same week long program, which they attended in groups of six. While this was going on a basic brochure was prepared, together with a booklet describing the rental program, procedures, plans and ideas for promotions. Other preparatory details included preparation of direct mail pieces, other promotional materials, and rental contracts.

One rented gas hot water heater serves 12 four-room apartments and a laundry room. It replaced a 200 gal. tank and coal boiler.



use when necessary. Through this means many poor prospects were weeded out.

Advantages of the program

Progress to date has been gratifying. The company salesmen are enthusiastic because the rental program enables them to earn attractive commissions and load-increase bonuses. Customers like the rental deal because it enables them to charge all of their hot water costs to operation, instead of having to account for capital investment and depreciation.

The many advantages of the automatic gas hot water heater also help to build volume. Costs for firing, maintenance and supervision formerly experienced when using solid or liquid fuels are completely eliminated. The automatic L. P. gas water heaters require less space for the production of the

necessary amount of hot water, and the supply is expandable at small cost to meet any increased supply that may be required. The water from the heater is clean and rust-free, and the cost is definitely lower. The rental program is a profitable deal for both Protane and the customers.

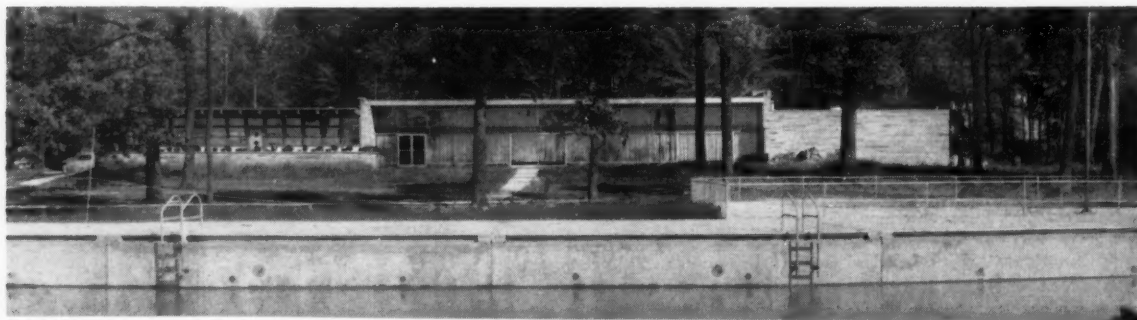
Editor's note—Since this article was completed we have learned that a similar commercial water heater rental program has been initiated by the Tampa Bottled Gas Co. This is a subsidiary of Tampa Gas Co. In its first week of operation five rental contracts were signed. This campaign is being promoted by newspaper advertising and direct mail to 2200 commercial prospects in these fields: apartment houses, restaurants, motels, hotels, self-service laundries, barber and beauty shops, factories and others. Three commercial salesmen are assigned to the rental program. Ruud heaters are used in this operation also, with rentals ranging from \$5 to \$9.50 per month. ■

The next job was to sell the program to the entire personnel of Protane. This was accomplished through meetings in all of the company's divisions, held by trained teams from Cleveland headquarters. Ruud representatives followed up with field training meetings for all Protane salesmen.

The selling program began with a rental survey conducted in each district by the residential salesman. With these lists of likely rental prospects on hand, several commercial fields were selected for intensive development. Data developed in the field survey then went to the district managers for assignment to salesmen and follow-up processing. Competitive fuel comparisons were worked out for



All hot water requirements are supplied for this country club by two rented hot water heaters.



An open letter to: THE PRESIDENT OF THE UNITED STATES

Hon. Dwight D. Eisenhower
President of the United States
The White House
Washington, D. C.

Dear Mr. President:

I NOTE with extreme interest the recent news dispatches carrying your statements that we must immediately increase our expenditures for defense and for the scientific advancements without which our defense can not function, and that to help defray these costs it will be necessary to cut government expenses in other quarters. As a citizen and taxpayer I must agree regretfully with the former, and enthusiastically with the latter. To promote economy in government functions and fairness to all citizens and to help ease and equalize the present heavy tax burden, I would like to ask your earnest consideration of three specific proposals.

Item 1—The Rural Electrification Administration should be abolished, for the following reasons:

A. It has long since fulfilled the objectives for which it was established. These were: to bring the benefits of electricity to farms and farm homes; and to create employment during the depression years. It is now busily engaged in building up a federally financed power empire which would eventually create the basis for a socialistic state—one of the preliminary steps leading to communism, against which we are committed to fight.

B. The acts creating and prolonging the life of the REA are discriminatory legislation. In its operation it takes tax money collected from all who pay federal taxes to subsidize the operation of non-tax-paying electric distributors which serve approximately half of the farm population. By the coercive force of taxation all individual and corporate taxpayers living in both urban and rural areas not served by rural electric cooperatives are forced to supply capital and underwrite deficits of the rural cooperatives.

C. By sponsoring and promoting tax-free competition against tax-paying private enterprises, the REA is reducing the tax base of the nation. This requires all tax payers to assume an extra tax burden, which in turn limits their ability to compete and to grow to the point where they can pay taxes on higher earnings. This is the most vicious of the well known vicious circles.

Item 2—All cooperative commercial enterprises, rural electrical or otherwise, should be required to reorganize as private business enterprises capitalized in the customary manner through private investments. If they are unable to do this, they should be required to sell their assets to the highest bidder. These are the reasons:

A. A cooperative is only a special form of partnership, which, due to a loophole in the law, is granted a special tax exemption not available to other businesses. This gives it an unfair advantage over its tax-paying competitors.

B. Because cooperative business pays no federal taxes, and because the government still requires a certain amount of revenue, the taxes that the cooperatives avoid must be raised from those who must pay, including those against whom the co-ops compete.

C. If required to incorporate as private businesses, the present cooperatives would not only become subject to the normal corporation taxes on profits—their owners would also have to pay income tax on dividends. Uncle Sam needs the money.

Referring specifically to the Rural Electric Cooperatives, which are now a direct drain on the trea-

sury as well as an unjust burden on the taxpayers, their incorporation as private businesses would accomplish the following desirable ends:

A. They could no longer follow the practice now encouraged by the REA of investing their operating surpluses in government bonds at 4 per cent and borrowing back from the federal treasury at 2 per cent to provide current operating capital.

B. REA funds would no longer be diverted to such unrelated purposes as financing the installation of plumbing facilities in their customers' homes—a practice that shows up with increasing frequency in recent REA news releases.

C. The necessity of operating at a profit instead of going back to the REA for deficit financing or additional capital would force these companies to put their affairs on a sound fiscal basis. To show the extent of this abuse, a recent REA report on the status of borrowers shows one rural electric cooperative with debt to REA totalling 66.4 times its paid-in capital. Many borrowers reported loans more than 20 times greater than their paid-in capital.

D. A great deal of the present ill-will of private business against government sponsorship and nourishment of these cooperatives would be eliminated. The rural electric cooperatives can borrow almost unlimited funds at 2 per cent to enable them to finance the purchase of appliances, heavy rewiring jobs, and now plumbing, without down payment and with as much as five years to pay off the balance. How would you like to be an independent electrician, gas appliance dealer, plumber, or bottle-gas dealer, paying your taxes, financing your operations through the bank or the commercial credit house, and have to compete with something like that? No wonder small businesses need help. How much help now being extended to small businesses could be eliminated by removing this cause?

Item 3—The government should get out of the electric power business and stay out. TVA and all the other government power systems now financed and subsidized through coercion of the taxpayers should be transferred to private ownership. The reasons follow:

A. The direct benefits of these enormous and ex-

pensive projects accrue to only a small minority of our citizens. The majority of the costs fall on tax payers who derive no direct benefits. Private ownership would confine the costs to those who benefit.

B. Nobody has ever proved that the government can produce and distribute electricity as economically as the private power companies. There is much evidence that the accounting of public power costs is distorted by ignoring facts. Unmistakably, if public power projects paid taxes comparable to private power, the cost would be higher than that of privately produced current.

C. The "multiple use" allocation of the cost of these projects is so unrealistic as to be almost fictional. There is no sound basis for writing off nearly 50 per cent of the cost of the multiple purpose TVA installation to "flood control, navigation, recreational uses and wildlife preservation" when private power projects are required to provide these auxiliary public benefits under their original capital cost, without help, or subsidy from the government. The recent case in point is the Idaho Power Co.'s permits for power dam construction, with which you are no doubt familiar.

D. If these public power projects were transferred to private ownership, the treasury would recover billions of dollars of capital outlay.

E. Under private ownership these projects would no longer cost the taxpayers anything. Instead, they would pay their full quota of both federal and local taxes. The records show that the private power companies pay an average of 23 per cent of their gross receipts in taxes. The public power projects pay no federal taxes. TVA's payments "in lieu of taxes" to local governments amount to only about 2 per cent of gross revenue. In addition to corporate taxes on the power operations, the government would also receive income tax on dividends paid to security owners.

I think you should know that we expect to publish this letter in an early issue of our magazine, and will offer reprint privileges to any other publication that cares to give this information to its readers. We hope we can at the same time publish your reply, and that it will contain your assurance that these three points will be included in the legislative program for which you ask.

Cordially yours,



Carl Abell, Editor
BUTANE-PROPANE News

The first step . . .

WIPE OUT THE REA

Let's end government financed competition

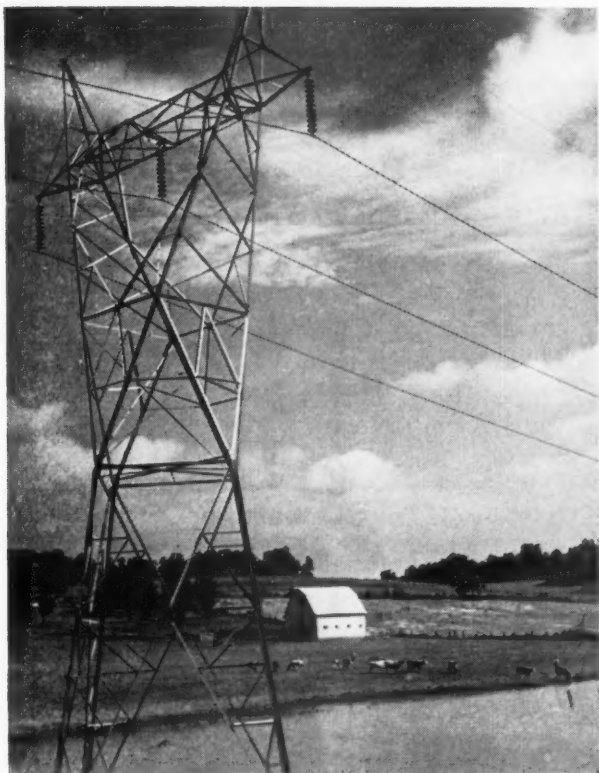


Photo courtesy Tennessee Valley Authority

PART ONE

By WILLIAM W. CLARK
Eastern Editor

LIKE the man who came to dinner, the Rural Electrification Administration plans to stay. And inherent in its theory of operation, as it visualizes the role it is commanded to play under the present law, is this harsh truth: The electric cooperatives which it finances are going to become an increasingly tough and increasingly unfair competitor of the L. P. gas industry. As long as we have REA, it can't be any other way, no matter which political party is in the driver's seat. For, reduced to its simplest terms, here's the way the REA sees itself:

Above all else, it is a "bank"—a lending institution, letting out

The toughest competition our industry has ever faced is the Rural Electric Cooperatives. They get their strength from the funds and guidance supplied at the taxpayers' expense through the Rural Electrification Administration. Taken together, these two groups constitute a grave threat to the future of the liquefied petroleum gas industry. In combination with the great public power generating projects of the federal government, they also stand as a potent threat against the American free enterprise system.

There are now pending in Congress certain moves to regulate the REA. When and if passed they will partially curb some of the worst phases of the present highly unfair competitive situation. But regulation

is not the answer. At best it will merely help us tolerate the pain while the disease progresses. We need a complete cure, the first step of which is to remove the focal infection from which the trouble spreads.

It will be a long, hard fight, and our industry will play a key role in carrying it on. To fight effectively, we must know what we are fighting. With this in mind, we are presenting in this issue and several more in the coming months, a complete study of the status, inter-relations, objectives and methods of these three groups. From this, with the help of our industry leaders, we hope to plan a campaign that will get the government completely out of the power business and put the cooperatives on a basis of competitive equality.

money to favored groups in quantities and at rates which no ordinary businessman can obtain.

As a bank, its prime—almost its sole—interest is in the security of its risk.

Therefore, it is pledged to do everything within its power, under the law, to promote the growth and prosperity of its borrowers.

What this philosophy implies is a little frightening. It implies that the agency has the duty to actively encourage load growth and urge its borrowers to push new uses—irrigation pumping, for example, and chicken brooding—jobs which LPG does so well. Even electric heating, in some areas. Proudly the REA trumpets the fact that farm customers of its borrowers use electricity in more than 400 applications.

Power pools

It actively encourages "power pools" as well—groups of co-operatives which band together to buy electricity or build generation and transmission facilities at preferential rates. Groups which in effect become giant combines, spreading their tentacles throughout large areas, where they can dominate the power field through low rates made possible with public money.

Today, the REA is looking ahead to an even more devastating competitive force—atomic power. Even while privately owned electric companies are hardly allowed to think out loud about the subject, the REA is beginning to educate its "borrowers" in the technical aspects of atomic power production and usage.

Does this sound like a program to "electrify the nation's farms" (95 per cent of which are already electrified)? Or does it sound more like a program of self-perpetuation for the agency and the aggrandizement of the electric co-operatives as an end in itself?

Should these activities appear to be a little extreme for a "banking institution," pause to consider another REA theory. Its loans, when made, are intended to be sound. But businesses cannot stand still in times like these. Progress or wither, is the rule. So, in order

that its borrowers may be able to repay their prior loans, the REA continues to make new loans for system expansion long before the old are paid off. In effect, the administration is lending new money to protect the old!

The REA doesn't care a fig about sociological implications of its activities. The law doesn't say "Thou shalt not furnish private tax monies to finance encroachment on private power companies," nor does it ban subsidized competition against LPG dealers. So ask an REA man about these two end results, and he'll simply shrug.

political obstacles must be battered down.

Killing the REA would certainly be a miracle of the first order, for REA is in theory a farm project (although, as we shall see, it's progressed far beyond this relatively narrow concept). The farmer, like Mother's Day, is an institution that even the most dastardly cad wouldn't dare be *agin'*. If anyone should doubt the truth of this, we would like to direct him to the Congressional Record for Aug. 22, 1957. Therein he will find not only an excellent example of how windy it actually can get on Capitol Hill;

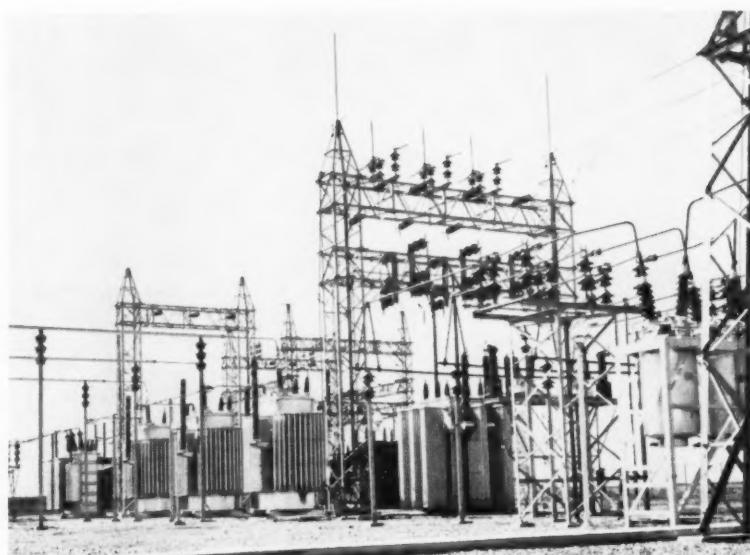


Photo courtesy U. S. Bureau of Reclamation

A load center substation in South Dakota delivers electrical power into the lines of its customers.

He, after all, is a banker—to a select few. Behind this, he is also a crusader, with the crusader's sublime belief that the end will always justify the means.

Killing the giant

Fortunately, all is not lost, for there is a small miracle in the making today. Perhaps, by hard work and combined effort on the part of several industries—including the LPG industry—other miracles can be made to follow. But in the meantime, some formidable

he will also find a group of conservative senators falling all over each other to heap praise on the REA. Senators Barrett, of Wyoming, Thye of Minnesota, Mundt of South Dakota, Allott of Colorado, among others.

Senator Mundt, in particular, wanted it known by all that he firmly believes co-operatives to be "private enterprise," not socialistic institutions. Untaxed private-enterprise, Senator?

We would be out of context if we failed to note that the entire

drama, played out by these several senators in a manner that made it appear to be carefully rehearsed, seemed aimed at separating the co-ops and the REA from the NRECA—the co-op's own pro-public power association, whose activities rankle (and rightly so) the conservative farm-vote friends of the agency itself.

The job to be done

So the job of "doing something about the REA" is a formidable one. But there are certain things that can be accomplished now, and

dues levied against the co-ops, which of course the co-ops obtained indirectly from the government, to lobby for bigger and bigger public power projects.

Fourth, it has been shown that public opinion, sufficiently stimulated, can be effectively used to block the super-co-op.

None of these, in itself or taken together, will do the whole job for the LPG dealer. The only means of obtaining full relief for him is to see the REA killed. That will take a lot of doing, for (make no mistake about it) as of today, few besides the LPG dealer visualizes the

the sponsorship of REA. It was headed by the Number Two man of REA. The announcements and invitations to the electrical industry and the press came out of the REA office in Washington, printed and mailed at government expense. The strategy was to team the public and private power interests up for common defense "against the largest single deterrent we have to the growth of this industry—L. P. gas." And they proceeded to lay plans for intensified competition against this largest single deterrent.

Understandably, the LPGA, representing our industry, was provoked. Speaking officially for LPGA, Howard White protested to the head of REA, and it was a good protest. Since a good fight is always news, copies of his letter were distributed to the press, and notice was taken by several important publishers. So far, so good. But what did it accomplish? One thing, definitely. It showed that there is a sizable group of publishers who are not favorably inclined toward government in business. But as far as reforming the REA is concerned, the shot was a blank. There is nothing in the history of REA to indicate willingness to reform. There is plenty of evidence that its aim is to create a federal power monopoly financed by taxpayers' money.

As far as the existing law is concerned, REA is legitimate. It is also a bureaucracy, and no bureaucracy has ever been known to reduce its scope or power when it saw a chance to grow.

The only way to get rid of REA's competitive activities is to get rid of REA. This will require the repeal of the law on which its existence depends. In theory at least, the present administration would look with favor on such a move. But whether or not it can be accomplished depends on the votes of both houses of Congress. And every vote will count. Your two senators, and your congressman, will listen attentively to your wishes in this matter. But unless you talk to them, or write to them, or send telegrams, they will never know what you want.

It all depends on you. ■



Photo courtesy U. S. Bureau of Reclamation
Transmission lines carry electrical power over Wyoming wasteland into rural distribution lines.

on which progress of a sort is being made:

First, there is a definite movement under way to make the borrowers pay a more reasonable rate of interest, tied to the cost of money to the treasury.

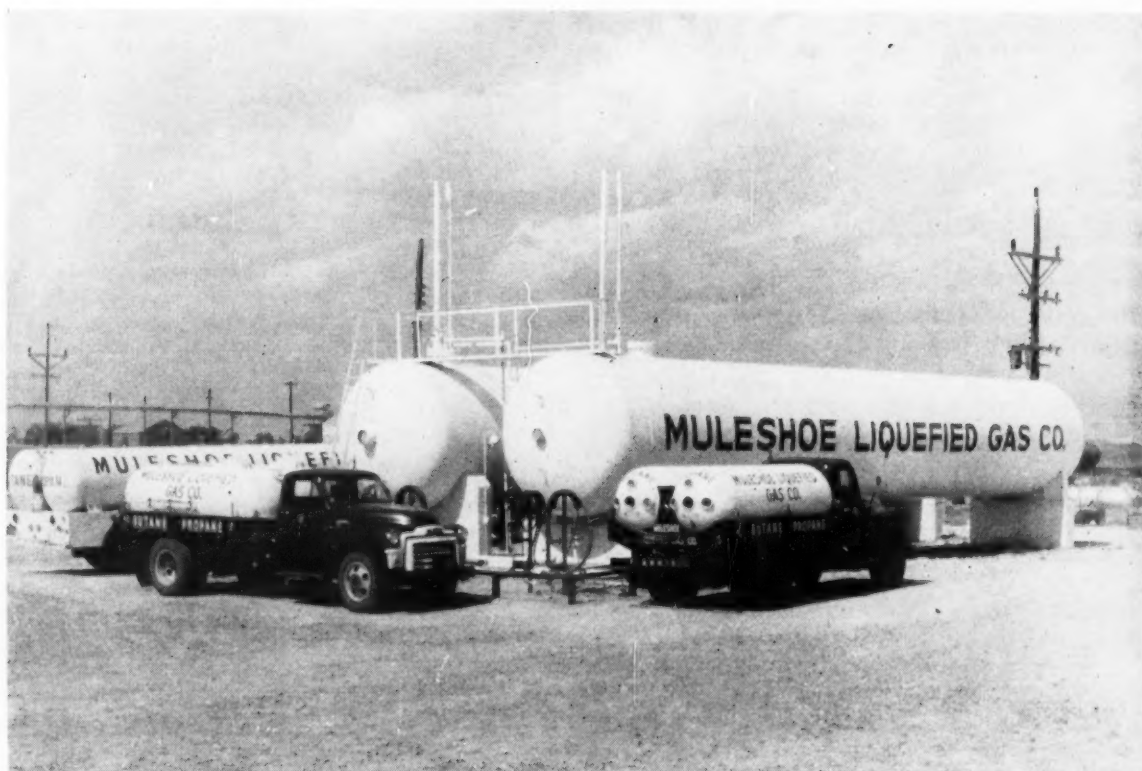
Second, there is the possibility that the administrative costs of REA might be made recoverable as a part of the loan interest.

Third, there is a move afoot to discredit the NRECA, which is dedicated to promoting public power, and which uses as its funds

REA in its most iniquitous role, that of a taxpayer-supported government agency devoted to promoting the interests of a tax-free group of co-operative businesses against a taxpaying free-enterprise industry.

Power use workshop

This was never more clearly demonstrated than it was last September, when the proceedings of the National Power Use Workshop Conference at Denver were announced. This meeting was under



Two bobtails take on a load of LPG while a transport refills the storage tanks at Muleshoe Liquefied Gas Co.'s busy new plant in

Muleshoe, Texas. The plant is engineered so three bobtails can load while two transports unload.

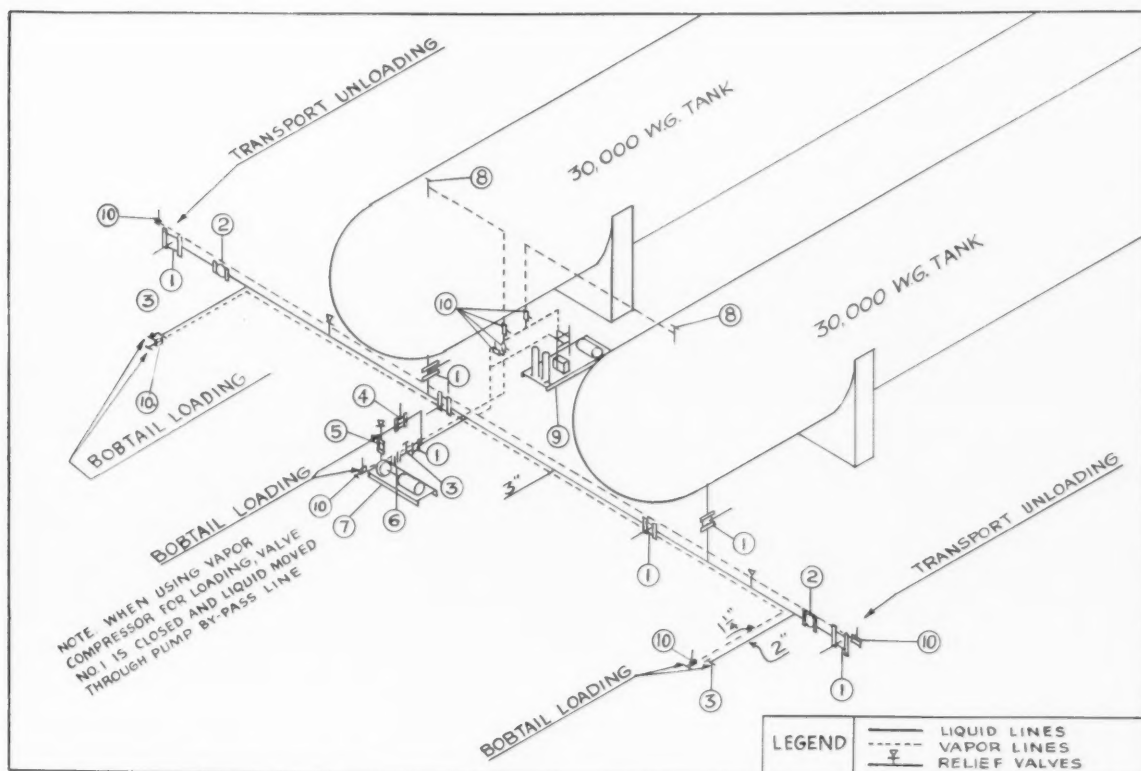
High speed fuel transfer

By BENEDICT KRUSE

Daily, heavy demand compelled this dealer to revamp his entire bulk plant operation. Now he can simultaneously load three 1400 gal. bobtails while two 5500 gal. transports are replenishing storage. Here's how a 5 million gal. per year volume is handled from two 30,000 gal. tanks.

BY most standards, Muleshoe Liquefied Gas Co., Muleshoe, Texas, would have been considered overcautious in ordering an LPG bulk storage plant manifolded so that all loading and unloading facilities could be used simultaneously.

But, owner E. O. Baker explains, when a dealer builds his business primarily around servicing irrigation users, he can bet that some time every summer he will use all the loading and unloading facilities he has and then probably wish for more. The business volumes and working pressures put upon a dealer who provides the bulk of his service for irrigation pump users are a source of wonder to Mr. Baker even after seven active



Here is the complete tank and plumbing installation diagram which allows quick action at Muleshoe Liquefied Gas. The design

is by Roney Inc. A complete listing of parts used is shown by number in table below.

years of building a business to a 5 million gal. per year volume.

For a small idea of what is involved, picture the broad, West Texas plains—stretching flat and fertile from horizon to horizon. Out there, people recognize the acre as a means of measuring land. But for practical purposes they talk in terms of sections. A section is a square mile—640 acres. Around Muleshoe, there is an average of one irrigation pump to every quarter section of cotton land.

Pumps operate 24 hours daily

This is country, it must be remembered, where it stops raining some time around May and there usually isn't even a trace of rain again until November or so. During the hottest and driest portions of the summer, the irrigation pumps must be kept running 24 hours a day. Each hour, every pump burns from 4 to 10 gal. of L. P. gas. A farmer who has a

DETAIL OF MULESHOE LIQUEFIED GAS CO. PLANT DIAGRAM

Fig. No.	No. Req'd.	
1	7	Fig. #2-FL-30-4, 3 in. lever operated Okadee valve
2	2	Schutte & Koerting 3 in. sight flow indicator
3	3	Fig. #547, 2 in. OIC angle valve
4	1	Fig. #2-SL-30-4, 2 in. lever operated Okadee valve
5	1	Schutte & Koerting 2 in. sight flow indicator
6	1	3 in. Fisher strainer
7	1	Model #70 Coker liquid pump
8	2	Fig. #547, 1 1/4 in. OIC angle valve
9	1	Model #780 Roney vapor compressor
10	9	Ball type, two-way, 1 1/4 in. lever operated valve

1000 gal. tank at his pump needs it filled every four days during this part of the season. If the tank has only 500 gal. the dealer has to get out there every other day.

And, in the irrigation business, the stakes are high. There is no room for either failure or excuses. The cotton which is being irrigated represents the entire year's income for the farmer and his family. The dealer who jeopardizes this by letting a tank go dry is not doing his own income any good. Word of a

service failure on the dealer's part would get around a lot faster than Mr. Baker is able to spread the good news about L. P. gas for irrigation farmers in his marketing area.

It goes without saying that a business requiring a plant with total-capacity operation did not just happen. It took a lot of initial foresight—plus years of hard work—to build Muleshoe Liquefied Gas to its 1956 volume of approximately 5 million gal.



Irrigation pumps in sheds like these dot the West Texas countryside. Supplying LPG for these pumps, which use 250 gal. per day at the height of the cotton season, helps give Muleshoe Liquefied Gas a 5-million gal. per year volume.

This figure is particularly impressive when you take into account that the population of Muleshoe is only 5000. Added to this, the town itself has natural gas service.

Cotton changes picture

Up until 1948 or 1949, most of West Texas was taken up by sprawling, not - too - productive ranches. Then, with worldwide demands for cotton reaching all-time highs, it was discovered that West Texas, when irrigated, was a potentially-front-line cotton producing area. At about the time the move to cotton farming was shifting into high gear, Muleshoe Liquefied Gas was a comfortable little business supplying household fuel to farmers. Mr. Baker, however, called the turn of his market right on the button, realizing the potential of L. P. gas for operating the engines which would power the irrigation pumps. He also saw the potential for the conversion of tractors and farm pickups which were beginning to appear in the area in unprecedented numbers.

By 1950, Mr. Baker had his own shop and was converting literally hundreds of engines every year.

Continuing to build the confidence of his farmer-customers, Mr. Baker put in 2-way radio between his plant and all six bobtail delivery trucks in 1955.

Finally, by 1956, the original plant, which had been enlarged as much as possible was just plain

inadequate. This was when Mr. Baker got together with designers from Roney Inc., Dallas, and worked out the plant design for total capacity use.

The newly-designed plant

The new Muleshoe Liquefied Gas plant has two 30,000 gal. tanks, manifolded for complete flexibility. Pressures for loading and unloading L. P. gas are provided by a Roney compressor. The desired flexibility in the loading and unloading operations is achieved through a series of seven Okadee valves.

As the manifolding has been arranged, it is possible for both of Muleshoe Liquefied Gas' 5500 gal. semi-trailer transports to be unloading simultaneously while up to three of the firm's six bobtail delivery trucks equipped with 1400 gal. tanks are taking on loads at the same time. Under the Roney manifolding system, this is accomplished by using the compressor to pump pressure into the semi-trailers, forcing gas into one tank. At the same time, loading can be carried on in a simultaneously-but-separate cycle by pumping pressure into the other tank and opening the Okadee valves which allow the gas to be forced into the bobtails. Or propane may be taken direct from the transport-to-tank liquid line and loaded into a bobtail by means of a Corken's "70" pump.

Strange as it may seem, there are times when all of this equip-

ment is lined up at the Muleshoe Liquefied Gas plant. The semi-trailers have to make a 192 mile round trip to the refinery. Should one of them get hung up over a lunch hour or have to wait for service, it is entirely possible for operations to work out so that both are unloading simultaneously.

Similarly, with the bobtails emptying their tanks every second stop, it is possible, over the busy summer, for three of them to be taking on loads at the same time. Bobtails take about 15 minutes each to load at the Muleshoe plant. Semi-trailers can be unloaded in 45 minutes to an hour.

The heavy accent on irrigation business has given Muleshoe Liquefied Gas an overall operation which is roughly 75 per cent engine fuel. The firm also gains a slight marketing advantage through the fact that its volume runs one-third to a half higher over the summer months than through the winter.

Customer tanks never empty

Backing up his virtually overload-proof plant, Mr. Baker has also come up with a simple but effective tickler system for following up to be sure that tanks are filled as often as needed. A large, ruled chart has been mounted in the firm's office. Each customer's name is written on a line, marked off to indicate the days of the month. After each trip to a customer's pump, the driver comes back and places a colored pin in the space indicating the date when the tank should be refilled again.

If news comes in indicating that, let us say, the irrigation schedule has been stepped up from 12 hours per day to 24, signals are adjusted accordingly. After a while, the drivers get to know the operating conditions of their customers pretty well. So, setting up the next delivery schedule at the time the last one is made and coming up with a device to assure follow-through, has been a pretty satisfactory arrangement.

As a matter of fact, the whole idea of combining irrigation (and use of irrigation by farmers is spreading rapidly across the country), with LPG service looks like a pretty good idea from where Mr. Baker sits. ■

LPG Dealers plan flaming promotion

PLANNING a program to promote greater use of L. P. gas for the control of weeds and insects, and in other agricultural activities, was the purpose of a meeting held in Fresno, Calif., Dec. 5, 1957. The group gathered at the invitation of Carl Abell, editor of BUTANE-PROPANE News. Included were representatives of most of the dealers and marketers who are now most active in the development of the farm-use program in California.

Mr. Abell pointed out the activities of the state agricultural colleges, the experiment stations, and the agricultural extension services, in developing and testing better and more economical farming practices, and in carrying this information to the farmers. He showed that the chemical industry is getting a great deal of help through these activities. This, he stated, is because the chemical people are cooperating actively, through financial and other means, in current research projects designed to help the farmers.

The same type of cooperation is available to our industry, and on the same basis, he told the group. Letters were read from the deans of the Colleges of Agriculture at Berkeley and Davis, assuring their willingness to cooperate on test programs, and outlining the methods that could be used in undertaking university-conducted flaming test programs.

Since much of this type of work can not be included in the budgets of the colleges, the need for "grants in aid" to carry out specific projects is apparent. The chemical industry has been particularly active in providing funds and materials under this set-up.

The same opportunities are available to our industry.

Value of test reports

Test reports from the agricultural colleges and experiment stations are of particular value in selling to the farm market for many reasons. Farmers have great faith in the reliability of these reports. They know that a favorable report of an unfavorable test can not be bought. They are strictly factual, and the conditions to which the test results apply are clearly stated.

Since the average farmer is at least a little skeptical of a sales talk that is not backed up by an official test report, it is obvious that a favorable official report will do much to reduce sales resistance. The agricultural extension people in every county receive all published reports from the state college and the experiment station, and distribute many copies to farmers whom they know are in-

terested. In this way the news gets around, demand is created, and in many cases the active help of the County Agent may be secured.

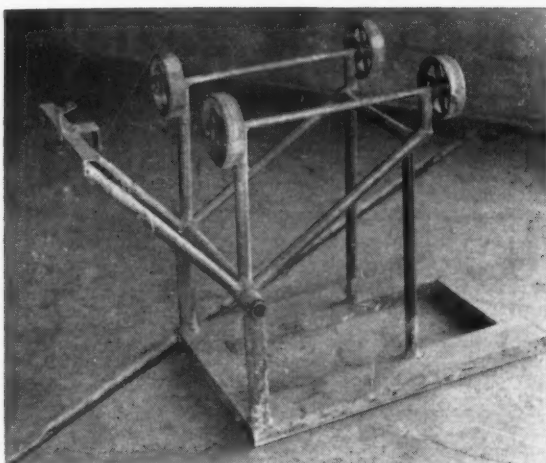
Association project

Discussion brought out the desirability of setting up such a program in California. Since those present were nearly all active members of the Western Liquid Gas Association, it was agreed that this should become one of the Association's projects. Spencer Nitchie, Calor Gas Co., proposed that a temporary committee be appointed by President Jim Wilson of WLGA to work up preliminary phases of the program, outline its scope, recommend the test work to be undertaken during the coming season, make necessary contacts with the officials of the agricultural colleges, and draw up a budget. Since there were no unbudgeted funds in the WLGA treasury, arrangement of financial support of the program also became part of the committee's duty.

Carl Abell was named as chairman of the temporary committee, to serve only until a permanent committee is appointed following the annual convention next April. The committee includes Mr. Nitchie, A. C. Presley, Rotary-Sierra Co.; Robert Bragg, VanGas Inc.; Ken Kennepohl, Lancaster Gas Co.; Leonard Baker, Bakern Liquid Gas Co.; and William Salinger, Suburban Gas Service Inc. ■



Planning session for agricultural flaming development meets in Fresno at invitation of BUTANE-PROPANE News. Left to right, seated, Dominick Campora, Roy Huckaby, Durwood Hutchinson, Jack Burch, James Maloney, Spencer Nitchie, J. P. Wilson (president, Western Liquid Gas Association), Doug Westerhout, Carl Abell, John Agbashian, Don Williams, A. C. Presley, Ernest Beier, Jack Logan, Ben Brunner, Jack Joell, Robert Bragg; standing, A. L. Haar, D. H. Hiebert, E. C. Clarke, W. A. Coglizer, W. Paul Egbert, William May, Leonard Baker, Earl R. Ewing.



1 Kirkwood Propane Gas Service's cylinder-handling dolly has four old cast iron wheels with rubber tires taken from a discarded truck dolly. The body was welded together from steel pipe and angle iron. It was designed by Perry M. Perkinson Jr., the owner's son, and welded by employee Lloyd Bridges.



2 The cleaning operation begins when the hinged dolly is tilted on its side. Lloyd Bridges rolls a cylinder over and hooks its foot ring over a projecting steel lug on the dolly.

Homemade dolly cuts cylinder cleaning time

REPAINTING cylinder equipment after each use has helped build good customer relations and stimulate sales for the Kirkwood Propane Gas Service Inc., Kirkwood, Mo.

P. M. Perkinson, owner and manager, believes that this extra care in the maintenance of his 100 lb cylinders pays off in big dividends for his business, with little appreciable cost. Total cost for the operation is 10 to 15 cents per cylinder, including labor and paint.

When each cylinder comes back into the shop for a refill, it is given a complete cleaning to remove rust and dirt, reducing possibility of premature replacement due to corrosion damage. While it would suffice merely to give them a quick going-over with a brush or cloth, Mr. Perkinson instead has

his cylinders thoroughly cleaned, repainted and stenciled with his dealer name.

Labor cost for this added service has been kept low by use of a simple but effective invention of Mr. Perkinson's son, P. M. Perkinson Jr. It facilitates handling the cylinders for cleaning since their size makes them awkward to manipulate.

Mr. Perkinson Jr. built a small stand from pieces of pipe and four small wheels from a discarded truck dolly. The standing cylinder is hooked by the bottom to a lug on the tilting frame and is tipped to a horizontal position without lifting. The cylinder then rests on the four wheels. ■

Photographs and text by **GEORGE MEREDITH**



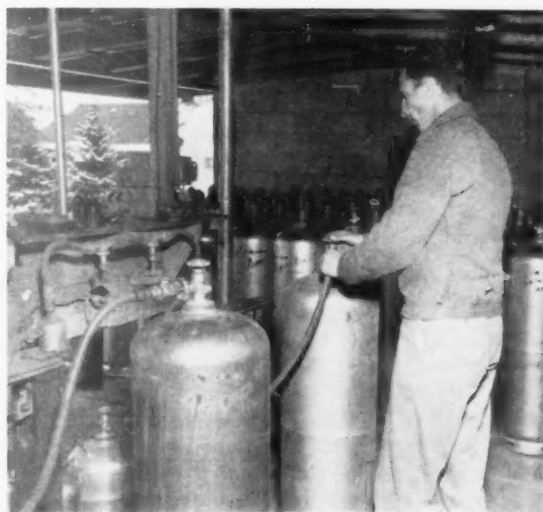
3 Mr. Bridges anchors the dolly with his foot and with no strain tilts the cylinder into a horizontal position.



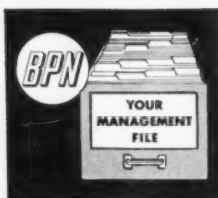
4 Rust spots are removed with a wire brush in the right hand while the cylinder is rotated with the left hand.



5 After the cylinders are cleaned, they are sprayed in a conventional paint spray booth. The new coat of paint gives the cylinders protection and beauty.



6 After painting, the firm's name is stenciled onto the cylinders and they are ready for filling. Total cost of the entire operation is 10 to 15 cents per cylinder.



Sales Management Program



Part 6 of a Series

It takes good sales tools to do a good sales job

By MARTIN A. BROWER
Associate Editor

SURE you can hunt deer with a slingshot. But you could bag a lot more of them with a rifle. It takes the right kind of equipment to do the best possible job.

Just as no LPG dealer would send out a serviceman without basic service tools, no LPG dealer should send out a salesman without basic sales tools. A salesman has to interest buyers, demonstrate product values, meet objections, and close sales. A man who is armed with nothing more than a price list and an order book is as ill-equipped as is the hunter armed with a slingshot.

Like any craftsman, a salesman needs tools. It is up to the sales manager or dealer to equip the salesmen with the best available selling tools, to keep the tools in working order, and to show the salesmen how to use them.

Good selling tools attract and hold attention, make sales arguments clearer, save time, increase the salesman's confidence, remind the salesman of selling points, provide independent facts, and appeal to several senses.

Psychologists report that all buying is the result of impressions on one of the five senses: hearing, sight, smell, touch, and taste. The more of the customer's senses that can be reached, therefore, the

more impressed the customer will be.

Without tools, the salesman can use only one of the prospect's senses—hearing. Sales tools are designed to allow the salesman to use as many senses as possible.

Visual sales tools

Visual sales tools—especially when combined with sound—are highly potent weapons in getting and keeping the prospect's attention and in putting over sales points. Radio was and still is a fine sales medium. But when television came in—wow!

Man is said to receive 80 per cent of his knowledge through his eyes. Those who know say that impres-

sions received through the eye are remembered longer than those received through the ears. How many times have you seen a familiar face but couldn't for the life of you remember the name that went with it?

Tests show that the average man remembers one-tenth of what he hears, three-tenths of what he sees, and five-tenths of what he sees and hears. He gives 25 times more attention to eye impressions than impressions to the ear. A salesman who depends on talk alone is handicapped.

There are many types of visual matter that an LPG appliance salesman can use, some more expensive than others. Naturally,



Calor Gas Co.'s F. W. (Woody) Commins shows his sales tools.

the product itself is about the best visual tool that can be used. A demonstration at the home or showroom is an important sales weapon. But not every prospect can be lured into the showroom and few dealers as yet have the facilities for taking an appliance from prospect to prospect. Use of the appliance itself will be covered in more detail later in this series of articles.

LPG sales portfolio

A sales portfolio, properly made up, can pack a lot of wallop for an LPG appliance salesman. It is inexpensive, easy to carry, simple to keep up to date, and can be arranged to do exactly the type of job wanted.

A sales portfolio—together with a sales manual (to be discussed later)—can be considered the basic tools necessary for the proper and efficient functioning of an LPG salesman.

The sales portfolio is usually made up of a series of loose-leaf pages in a binder of some sort. Although a regular three-ring hard cover notebook will do, a zipper binder with plastic envelope pages gives a better appearance to the presentation and better preserves the material.

Material should be arranged in the folder in a logical sequence, one idea at a time, with plenty of illustrations. The salesman sits next to the prospect and shows the portfolio while he gives his sales talk. Naturally, the portfolio is arranged so as to go right with the talk and add the necessary visual emphasis. A good technique is to place the portfolio on the prospect's lap, but for the salesman to turn the pages.

A variation of the binder is the pyramid easel which comes in a variety of sizes and stands in front of the prospect on the coffee table or a chair. This stands by itself and the pages are flipped by the salesman. The easel can have larger pages than the binder.

One portfolio might be made for all appliances or a separate one can be made for each. In either case, contents will include pictures of the appliance by itself and in a nice setting, diagrams or

pictures of important features (such as "the burner with a brain"), pictures of the benefits that can be derived from use of the appliance (such as a colorful roast or someone enjoying hot water), charts showing savings in time and money through use of LPG, testimonial letters, lists of users in the community, clippings or proofs of dealership advertising, and clippings or reprints from industry magazines. Members of the National LP Gas Council might also include Council material.

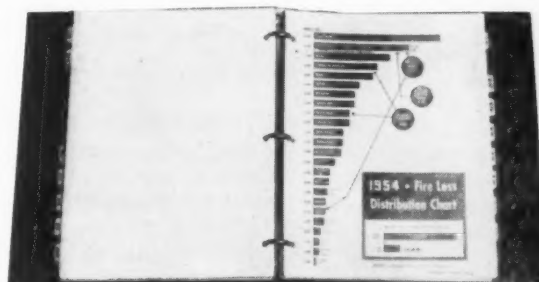
The portfolio should be indexed with a regular loose leaf index for ease in locating any particular section when referring back to it or when additional information is desired. For example, NFPA fire loss figures might be kept toward the back of the portfolio in case the prospect brings up the question of safety.

The salesmen should be called in to help plan and make up the

inexpensively so that each salesman has a complete set. They are shown on a screen by means of a projector and although both screen and projector represent an investment, the cost is not sizeable especially in view of the potential returns.

When taking the photos, it is best to work from a prepared script. A typical series might show the raw roast, the roast minder being inserted, the dials being set, the housewife doing some other chore or relaxing, and the roast being taken out of the oven, perfectly done. Sales points such as speed, cleanliness, etc., can be lettered on cards and slides can be made directly from the cards. Actually seeing the words while the salesman mentions them helps create a really lasting impression. Charts and graphs can also be shown.

For projection with the greatest effect, salesmen might be equipped with slide projectors with auto-



A simple LPG sales portfolio can be made with a three-ring binder. This one is open to a fire loss chart showing the relative safety of LPG.

sales portfolio for two reasons: he knows what he needs and if he takes a hand in putting the material together, he will be more inclined to use it.

Other visual tools

Films—still and moving—start getting into the more expensive sales tools but can be highly effective. Combined with a commentary from the salesman or a recorded voice, films get the viewer's complete attention and can really put over a sales point. Besides, they are fun to watch.

Color slides are the least expensive of these tools. Most dealers have or can borrow or rent a 35 mm still camera for taking color pictures. These can be duplicated

automatic changing. One of the best of these has a remote control cord so the salesman need only press a button to change the slide and the action need not interfere with his sales talk in any way.

A film strip is actually a series of slides on a strip of film which is run through a projector. It offers the advantage of not having to carry individual slides, but is not as flexible since slides cannot be easily taken out of the sequence or changed around. Ben Brunner of Manchester Tank & Equipment Co. uses a film strip to advantage in selling agricultural flaming equipment.

Everyone loves to watch a movie, but movies are expensive

to make. Besides the cost of the film—about \$1000 per second of running time—projection equipment is on the expensive side. Because of this, movies are better suited to group showings and will be discussed later in this series.

Audio tools

Use of the customer's sense of hearing is the most common method of selling and the salesman's voice is the most common audio device. As such, the salesman's speech might be treated as a tool and therefore should be in good working condition. Speech training for salesmen is not a bad idea. An unpleasant voice, poor enunciation, or no inflection can make a poor impression on any customer. And a pleasant voice, good enunciation, and trained inflection can better put over sales points while gaining the prospect's confidence and putting the prospect in the proper mood.

A tape recorder can be used in a number of ways. A short recorded sales message, possibly summing up what the salesman has said, gives interesting variety to the sales talk. Recorded testimonials can be real sales helps. Satisfied customers, either for the fun of it or for a small fee, might record their name and address and tell why they bought a particular appliance and how well they like it.

A narrative or short skit might be recorded regarding LPG ranges including such sound effects as a whistling tea kettle or a sizzling steak. Or for other appliances, a recording of how quiet the appliance operates can put over a point.

Tactual sales tools

Touch is a sense that is often overlooked but can be mighty useful. People like to feel for wet paint, run the finger over an embossed card or invitation, or hold a cashmere sweater. Depending on the appliance, an LPG salesman can also use the tactual sense.

In selling a clothes dryer, for example, the salesman might have a towel that has been dried in an LPG dryer. The housewife will immediately be able to feel how soft it is in comparison to the

scratchy towels she takes off of her clothes line.

The burner from a top burner temperature control unit is easily carried in a case and the prospect can see for herself how the burner with a brain operates.

Even a piece of enameled metal can show the beauty of a new appliance when the prospect runs her hand over the smooth surface. She will be able to contrast this



A gas range burner is easily portable and lets the customer see and even feel the heart of the gas range.

with the chipped and scratched appliance finish with which she is presently so well familiar.

Even a bottle of warm water can be used for effect. The salesman selling hot water heaters might put hot water into the bottle in the morning and it will be barely warm by the time he gets to his prospects. Let the lady put her finger into the luke warm bottle and ask her if that doesn't feel like the water she is used to washing in after the kids have had their baths.

Devices

Easily carried devices which can be used as sales tools include the burner mentioned above, an automatic gas water heater control unit, a heater thermostat, or any other items which might help put over sales points. In selling ranges, a small hot plate which uses a miniature cylinder of LPG is available. It can be carried in the trunk of the car and actual cooking demonstrations can be put on in the prospect's home.

Reference tools are those not normally used in the sales presentation but rather in answering the prospect's questions or giving more specific information. They are usually pulled out when the prospect and salesman begin "talking turkey."

One of the most important of the reference tools is the sales manual. It may or may not contain almost all of the other types of reference information.

The other types of reference information might be included instead in technical data sheets, which give such data as appliance dimensions, gas consumption, materials, etc.; a price list; and a product-by-product feature breakdown for model comparison. Much of this data is usually had on the manufacturers' catalogues. The information can either be filed in the salesman's carrying case in its original form, or special tables can be made up for ease of reference and comparison. The latter does away with fumbling around and possibly not having the desired information on hand.

Sales manual

A compilation of all of the information a salesman for XYZ L. P. Gas Co. must have to sell appliances for that company, the sales manual is often referred to as the salesman's bible. It is his personal reference book. In the case of an LPG dealership without a sales manual, it is time for the dealer, manager, or sales manager to sit down and write one. It will help crystalize his own thinking and will be an important sales aid.

An example of the contents of an LPG dealership's sales manual might be: company history, company organization and personnel, an explanation of LPG—its properties and features, a description of each LPG appliance carried with its features and advantages, costs of operation of appliances and comparison with other fuels, a list of customers who use each appliance, where and how to find prospects for each appliance and for LPG in general, selling procedure, a sales talk outline, how to use sales tools, answers to objections, common questions and



Paul L. May

...old friends

Proven co-operation with its customers has made many friends for the Sid Richardson Gasoline Co. — friendships that don't fade away.

Our customers have enjoyed on-time deliveries of top quality products at prices that have made them money.

Our customers have all our loyalty. We have no company owned or controlled wholesale or retail outlets with which to share this loyalty.

Let us prove to you that we can be both your supplier and your friend.

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509 GLEN HAVEN DR.
ABILENE, TEXAS

H. L. SCHMIDLEY
869 ST. PAUL AVE.
ST. PAUL, MINNESOTA

WILLIAM T. CARL
3105 DEWEY
OMAHA, NEBRASKA

answers, prices and terms, service and delivery policies, guarantees, trade-ins, sales forms and how to use them, and hints on how to manage the selling job.

A breakdown of the contents of the Protane Corp.'s sales manual was given in part three of this series (November 1957).

The sales manual should be simple to use and effective. It must of course be kept up to date and should be reviewed periodically by the salesmen, possibly at group sales meetings.

The sales manual gives the salesman everything he needs in order to close the sale and get the prospect's signature. Letting the prospect cool off until the salesman can return with additional information can be deadly.

Pre-interview tools

Tools which pave the way for the sales interview are usually referred to as pre-interview tools. These might include letters, business cards, and small gifts.

Sending a letter or a simple card telling that the salesman intends to call on a certain day and possibly enclosing a simple piece of sales literature helps break the ice for the salesman. When the salesman then calls on the prospect, he is more or less expected and does not have to make a so-called cold call.

A small gift helps the salesman get his foot in the door. The gift might be mentioned in the advance letter, stating that Mr. So-and-So will be around on Monday with a free useful gift. This whets the prospect's imagination and acquisitive desire. Or, if an advance letter is not sent, the salesman can offer the gift at the door.

Once the prospect has accepted the gift, she feels somewhat obligated to give the salesman some of her time.

Excellent gifts for LPG salesmen are cookbooks, clothes washing charts, or some household gadget like a water thermometer.

One LPG salesman refers to his business cards as his "cheapest asset." And they are. No salesman should be without an attractive business card which can be furnished by the dealership through

a printer or stationer for as little as \$5 for 1000. The cards should be distributed and used freely.

Sales operating tools

Certain tools are required by the salesman for use not on the customer but for himself. A sales record book, for example, can help the salesman keep track of his interviews and sales with a minimum of paper work and lost time.

Accessory sales tools

If we are trying to create an impression on the prospect, carting in several loads of pamphlets, books, devices, and assorted material is not the way to do it. The sales tools should be carried in a well-designed and well-arranged case. Depending on the amount of tools and their type, a brief case or a small sample case should be used. The tools can then be taken out one at a time and put back immediately after each has been used.

Portability is naturally important. A salesman's job is to sell, not to be a beast of burden. The sales tools should be well chosen so as to be limited only to easily packed, useful material.

Use of sales tools

To be effective, sales tools have to be used, used properly, and kept up to date. It is the job of the sales manager to see that this is done.

Proper use of sales tools must be learned just as a man must learn to use a new trencher. The sales manager usually explains new sales tools and demonstrates

them at the sales meetings. Then each man gets a chance to try them. When the sales manager accompanies a salesman into the field, he can observe the use of the sales tools and make suggestions for improvement.

To keep the men interested in the sales tools, some sales managers change them from time to time. This variety makes use of the tools enjoyable.

Keeping sales tools up to date is the job of the sales manager. This is especially important in sales manuals, portfolios and manufacturers' catalogs. When a change is to be made, the new material should be issued with complete instructions as to what it replaces and how. The new material and instructions can best be given at the regular sales staff meetings where questions can be asked and the sales manager can be sure that the changes are made.

If the sales tools are good ones, and the salesmen are shown how best to use them, the tools can be of direct help in increasing sales, making the sales job easier, and increasing the salesman's paycheck. Salesmen should be encouraged to find new uses for present tools and to suggest new tools.

Just as the deer hunter with the rifle is no match for the deer hunter with the slingshot, a salesman with proper tools can outsell a salesman with no tools or with improper tools any day. But unlike the deer hunter, who in most counties has a limit imposed on him as to the number of deer he can bag, there is absolutely no limit placed on the LPG appliance salesman as to the number of customers he can bag. ■

Questions for study and discussion

1. How many of the sales tools mentioned in this article are used by your sales force?
2. Are your salesmen making use of all of the customer's senses?
3. What information, in addition to that mentioned in the article, would you like to have in an LPG appliance sales portfolio?
4. Do your salesmen have at their fingertips at every sales interview all of the reference information they might need to close a sale?
5. Have you instructed your salesmen in the proper use of all of the sales tools they now have? Are they using the tools? Are the tools up to date?

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Get on the **SALES** Band Wagon



Nothing succeeds like success! Look around! Sel-Pac is making giant strides not only in new product ideas, but in winning hundreds of new customers; LP-Gas dealers and Tank Fabricators in both domestic and export markets.

Day and night we are telling the industry about our products; demonstrating, selling, and training company and distributor personnel to sell through service, the best and surest way to grow in any business.

*SEL-PAC is on the move! GET ON THE SEL-PAC
SALES BAND WAGON NOW and go places!*

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THE MARK OF LEADERSHIP

SELWYN-PACIFIC COMPANY P. O. Box 61031, Los Angeles 61, California



Sales Training Program



PART 6

Sales are either closed or lost

By CARL ABELL
Editor

AMONG the best developed sales organizations in the world are the life insurance and automobile agencies of America. With the best sales training that can be had anywhere, and with high type sales managers, their agency records show tremendous differences in the volume produced by individual salesmen. In a 20-man agency in either line, the figures will nearly always show that two or three men will turn in more than half of the total business. The opportunities are as good for one man as for another. The difference is in the men.

The sales managers' records reduce these differences to figures. They show that the top salesmen hold more sales interviews than those down the line. They show also that the better salesmen get orders from a higher percentage of the prospects interviewed. And finally they show that these better salesmen close a higher percentage of their sales *on the first interview*. The difference boils down to greater energy in finding prospects and higher skill in closing sales.

It's up to you

Let's assume that you are a live-wire salesman, interested in increasing your earnings. Through the promotional activities of your company and your own personal efforts you have all the prospects that you can use. You want to

improve your record and your earnings. There is just one way out, and it can not be found in advertising, sales promotion, or the efforts of your sales manager. It is up to you. You close the sale, or you lose it.

Has it ever occurred to you that the two problems listed above are not really two problems? To a large extent they are one problem. How come? It is simple. If you will improve your closing technique you will make more sales *on the first interview*. By eliminating some or most of your call-backs for follow-up interviews, you give yourself time to talk to more new prospects.

Every second, third, fourth or fifth interview results in dead mileage and extra expense, in addition to the loss of time consumed in warming up the prospect, reviewing your previous presentation, and making a new effort at closing. The real hot-shot sales organizations, and many of the world's best salesmen, keep a scoreboard showing the salesman's daily interviews, the percentage of sales

closed on the first interview, and the number of first, second and third call-backs.

A few years ago the Fidelity Mutual Life Insurance Co. developed some interesting figures on results obtained by a group of their salesmen. These are shown in the accompanying table.

It may not be possible to achieve those percentages in selling L. P. gas appliances and systems, because many women will insist on consulting their husbands before they sign an order. But the figures can be used to point up a principle. The average commission on one sale is the same, whether the sale is closed on the first sales interview, or on a later call. Every sale made during the first sales interview pays off at the full rate. If one call-back is required, the earnings per interview are cut in half. If three interviews are required, each earns one third of the commission.

There are many cases in which a salesman has doubled his earnings by pulling his first interview sales up from 50 per cent to 70 per

PERCENTAGE OF SALES CLOSED WITH EACH INTERVIEW

Selling Interview	Per Cent
First	65
Second	20
Third	8
Fourth and more	7

Developed by Fidelity Mutual Life Insurance Co.



"JOINING TEXACO HAS PAID OFF FOR US"

says Kenneth Coatney, President of Super-Propane Corp., Lebanon, Mo.

MR. COATNEY joined the growing family of Texaco LP-Gas Distributors in 1955. Since then, the firm's business has expanded steadily with annual increases.

"One big reason is that we now can go out with confidence for more business because we are assured of *year-round* supplies and on-time deliveries," Mr. Coatney says.

"We find the public acceptance of Texaco quality products, built up over the years, makes it easy to sell new customers on Texaco LP-Gas. And they stick with us because they like the product for itself as well as for the brand name."



THIS HANDSOME FLEET of tank trucks, and other rolling equipment, services the customers of Super-Propane Corp.

5 reasons why it pays to be a TEXACO LP-Gas Distributor

1. A product of highest quality.
2. Dependable and efficient delivery, in a new fleet of tank cars — from strategically located production areas.
3. Immediate acceptance. Texaco LP-Gas carries the nationally-known, famous trade-mark, Texaco.
4. One of the largest producers of LP-Gas, Texaco is the only petroleum company to build up successful distribution of its products in all 48 states.
5. Profitable and proved sales policies. Texaco markets only through independent distributors.

A solid future is one of the advantages of being a Texaco Distributor. Proof: 683 of our distributors of Texaco products have been with us for 20 years or more — some as long as 45 years.



Some areas are still open for a sound and profitable business with Texaco LP-Gas. Call or write today... The Texas Company, LPG Sales Division, P.O. Box 2420, Philtower Bldg., Tulsa, Okla., Diamond 3-4101... 929 South Broadway, Los Angeles 15, Calif., TRinity 9271.

TUNE IN . . . Metropolitan Opera radio broadcasts Saturday afternoons, ABC.



Suggested Program for Sales Training Meeting No. 6

We suggest that this meeting should be a clinical demonstration of a sale, with one of the best salesmen taking the part of the prospect and another doing the selling. The first demonstration should set the stage, going all the way through the sales interview. The prospect should offer resistance from several angles, but the sale should finally be completed, including all the paper work.

Following this, other salesmen should take turns being prospect and salesman. Time may be saved, if necessary, by briefing what is supposed to have happened in the early part of the interview, and starting the demonstration with the first trial close. It helps, particularly with newer salesmen, to analyze each demonstration, again following this procedure:

What did he do that was good?

Where could it have been improved?

How would you have done it better?

The more the salesmen practice on each other, the less practice will be required with actual prospects, and the less prospects will be lost due to improper closings. It is a good idea to hold several short, snappy meetings for practice closings during each month. If this is impractical, have two salesmen practice on each other, and rotate their assignments so a great variety of resistances will be handled by each salesman.

cent. Two factors add up to make this possible—(1) he is saving the time that would be required to make those call-backs, and (2) he is interviewing more fresh prospects at the higher percentage of closures.

Not willing to fail

In considering how a salesman may strengthen his closing techniques so he may close more sales on the first interview, we should begin with the mental traits which make it difficult for the beginning salesman to close any sales. Boiled down to the simplest terms, the trouble lies in the salesman's unwillingness to fail. Being geared to the idea that he must be successful in all cases, he supplies his own mental roadblock against the effort to get the prospect to reach a decision.

Being unwilling to lose the sale, he is inclined to postpone the decision until he can be sure that the prospect's answer will be "yes." This leads to the willingness to call back—and back and back. He is only kidding himself, but unfortunately many salesmen refuse to recognize this as lost motion.

Every successful salesman recognizes that he is not going to sell every prospect. He has made up his mind that in order to succeed, he must accept a certain percentage of failures. He rates himself by his percentage of successful interviews. If this percentage goes up, he is getting better. If it goes down, he had better do something about it.

The man who can not reconcile himself to his normal percentage of success and failure will never be an outstanding salesman. Without this point of view, a few unsuccessful interviews may so demoralize him that he may avoid further interviews for fear he will continue to fail.

But if he is thoroughly convinced that his average will take care of him, he can also grasp the great fact that all he needs to make up for one lost sale is to go on interviewing more prospects. The more prospects he interviews, the more money he makes. And along with this comes a miracle—the more prospects he can interview in a week, the higher percentage he can score on closes during the first interview. It works that way. The more practice a man has in closing sales, the higher his percentage of successful closings can become.

The prospect's mind

Now let's make a brief study of the workings of the prospect's mind, with particular reference to the decision to buy or not to buy the appliance that you are offering for sale.

Most appliance purchasers are women. The money for most of these purchases comes from men. There must be family agreement, either before, during, or at the close of the sale. In most cases, Mama does the selection, but if Papa pays the bill or agrees to meet the payments, he must be willing.

On the average, women are more careful and economical buyers than men. There will be exceptions, of course, but on the average the men will be easier to sell on the "top of the line" than the women. Papa will generally go along with Mama's preference, provided that the bill is not completely out of line with the resources. So we do not worry about selling the man—on routine sales we concentrate on getting the woman to decide, and help her to get agreement from her husband if that becomes necessary. The obvious exceptions to this are sales to builders or landlords, sales to husbands for gifts, and sales to women who finance their own operations.

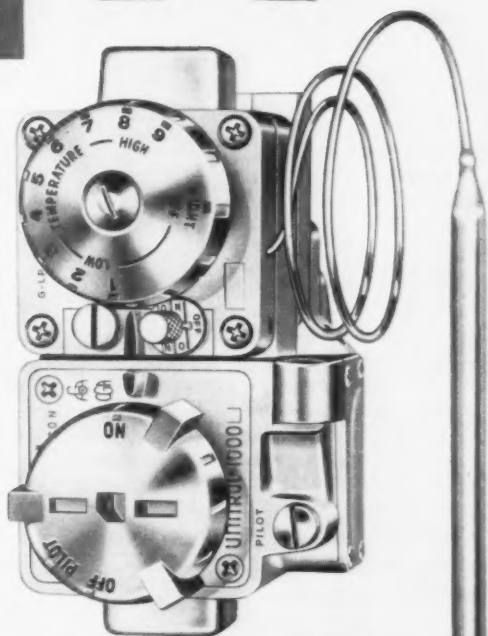
Most people have trouble reaching decisions. The process takes time, and they welcome help. Few of their decisions are arrived at in one quick step. They must almost always be approached one step at a time. The big decision to buy is preceded by numerous minor decisions on small points of preference. So the wise salesman starts building up to his closing early in the interview. This is the principal purpose back of the suggestion made in an earlier lesson that the prospect should be asked to agree with the sales points, one by one as they are made. This is a step by step build-up to make closing easier.

This point-by-point agreement does two things in a prospect's mind. (1) It builds conviction of the desirability of the product that you are selling. (2) It establishes a mental pattern of agreeing with

IT'S BRAND

NEW

ROBERTSHAW UNITROL 1000

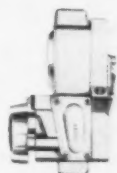


HYDRAULIC BULB THERMOSTAT OPERATION

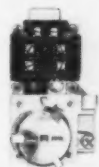
**BIGGEST SPACE AND CENTRAL GAS HEATING CONTROL DEVELOPMENT IN YEARS
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MANUAL
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ROOM THERMOSTAT
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inquire today—contact:



Robertshaw-Fulton

CONTROLS COMPANY

GRAYSON CONTROLS DIVISION, LONG BEACH, CALIFORNIA

A good "trial close" is to ask a question that will start the prospect visualizing the appliance in her own home.



the salesman. This is habit-forming and will make it easier for an indecisive person to agree to the purchase.

In addition, these several separate acceptances put a potent weapon in the salesman's hands when the time comes to drive hard for the close. He has a list of points that can be summarized to make it more difficult for the prospect to back out at the last moment.

Strike when hot

Many a sale has been lost because the salesman went right on talking after the prospect was ready to buy. It is just as easy to talk a prospect out of buying as it is to talk her into an order. So it becomes necessary for the salesman to check the prospect's mental readiness for the close. This is frequently done by asking for a preference decision between two alternatives that will need to be decided before the order is signed.

This may refer to a choice of special equipment, color, or almost any other feature in which a choice is available. And how you ask the question is important. Do not ask the question on a purely theoretical basis. For example, do not ask,

"Do you prefer white or early spring green?" Instead, you start the prospect visualizing the appliance in her own home by asking, "Would white or early spring green look better in your kitchen?"

From her reply you will know how far along she is in her mental process of reaching a decision.

If she stalls, go back to your sales presentation and keep giving her demonstrations and points of superiority until a later preference decision indicates that she is ready to consider the purchase. If she replies with enthusiasm in favor of one or the other, it is time to begin arranging for final details.

This technique is described in most of the sales training literature as the "trial close." You will note that the typical questions given above ask for a choice between two alternatives. This is important, particularly with a prospect who has trouble reaching a decision. It is much easier and safer to bet the reply on that basis. If you were to ask which of half a dozen colors would be preferred, you open the door to a long and indecisive discussion, which might get entirely out of your control.

Of course, in preparation for your presentation and these trial

close questions, you should already know something about her kitchen—as previously explained, you should, early in the interview, learn the essential details of her problem. These would include where the appliance is to be located, the size of the family, the decorative scheme, and all the other items that will convince her that you are interested in her problem of selecting the most satisfactory unit. The trial close questions then become logical parts of your effort to help meet her needs.

The tip-off

At this point it frequently happens that the prospect will say something that can be mistaken for an objection, which is not really an objection, but a tip-off that she is balancing this purchase against other ways to spend her money. It may even be accompanied by the idea that the family can not afford to make the purchase.

Included in these statements may be the following, and many more: We want to paint our house first. We want to buy a TV set. We want to buy a new car. We want to remodel our kitchen. We want to keep our savings intact.

Carl Sorby, one of the really great salesmen in our industry, points out that these statements indicate that the purchase can be made, and that she is just inviting the salesman to make the purchase of the new appliance more desirable than the other that she mentioned. It is a favorite defensive strategy of people who have trouble making up their minds. It is a signal to put a little more glamour in the sales talk, and try again for the order.

In working with a prospect of the decisive type, you can be quite direct in finding the time to close. Questions such as, "About when did you plan to have your range installed?" will do the trick. With people who have trouble reaching decisions, it is nearly always better to again use the dual-choice method in connection with the other questions that must be settled before the sale is complete.

When the reply to the trial close

A PROFIT-MAKER IN ANY COMMUNITY

HARD-TO-HEAT ROOMS

WORKSHOPS

COLD BATHROOMS

ATTIC ROOMS

GARAGES

ADDED ROOMS

ENCLOSED PORCHES



SAF-AIRE
SAFETY-SEALED

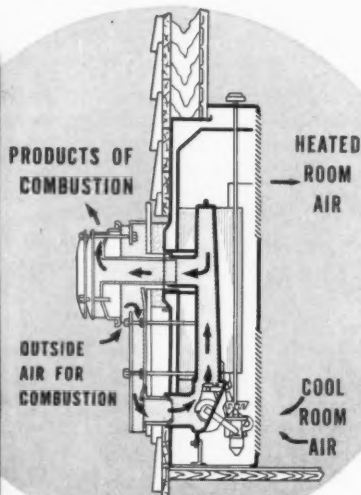
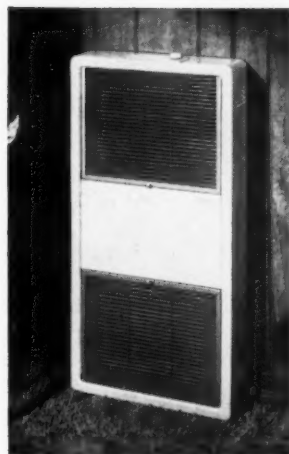
AUTOMATIC GAS HEATING

Wherever *extra heat* is needed—in residences, stores and offices—Saf-Aire is the perfect answer. This "safety-sealed" gas heater is easily installed in any wall, economical to operate and completely safe. No chimney—no ducts—no electricity needed.

Saf-Aire units are space-savers—extend only 5¼" into the room. They're handsomely finished in baked enamel—harmonize with any decorative scheme.

The diagram here shows the "safety-sealed" design of Saf-Aire Gas Heaters. Gas is burned in a ceramic lined steel chamber, completely sealed from the room air being heated. Sealed vents through the wall supply outside air for combustion and discharge products of combustion directly outdoors. That's why Saf-Aire is approved for bedroom installation.

Write today for information on how to obtain a Saf-Aire dealership.

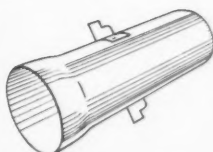


EXCLUSIVE FEATURES

Saf-Aire offers numerous advantages which are a warranty of safe, economical operation and long life. Among them are—



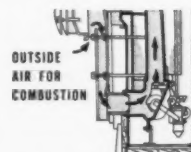
Easy servicing. Loosening two screws permits removal of entire burner assembly and controls.



Terminal exhaust tube is stainless steel—will not rust or corrode.



Easy installation. Square hole simplifies installation in any type of wall.



Air for combustion enters the unit at bottom of burner assembly. Positive air direction minimizes pilot outage.

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All of above trade names are the property of Stewart-Warner Corporation

indicates that the time to get the order has come, it may still be too great a shock to ask for a signature on an order. At this point you believe that you are going to complete the sale, so you proceed just as if the decision had been reached. Your words and your attitude should show that you have the customer's best interests at heart. The effective technique is to ask for decisions on several less important points leading up to the decision to buy. If these questions are properly selected and worded, these minor decisions cover the ground so thoroughly that there is no major hurdle left in agreeing to buy.

The minor questions include final selection of special equipment, color if there is a choice, installation procedure, installation date, method of financing, and any other matters that need to be settled. Somewhere in this series of questions there should be included a suggestion showing the desirability of a quick decision. It might go like this: "We have only one of these in the warehouse, and our next shipment will not be in for a week. We have two more deals pending for that same unit. We will probably have to deliver it to the person who gives us the first order."

Or "Our installation man will be working in your neighborhood day after tomorrow, and he could deliver it then. His next open date would be Wednesday of next week. You would want it as soon as possible, wouldn't you?"

Trade-ins sometimes offer an excellent opportunity to press for a prompt decision. For example, "We had an inquiry just this morning for the same model range that you are trading in. If it is in good condition and we can get it in time to fill that order, we can allow you exactly what we get from the other customer. We could not make quite that good a deal if we have to put it through the used appliance department."

Signing the order

You will, of course, have plenty of order forms, conditional sales contracts, pencils and anything else

needed to complete the sale. And be careful of your words in connection with the sign-up. There are some words that are objectionable to people who are not accustomed to business forms. Some who might stall when asked to sign an order will have no hesitation at all about "approving a delivery authorization." These same people will readily "approve an agreement," while they might balk at signing a contract. Some dealers have even gone so far as to rename their order blanks and time sale contracts as indicated above.

There will be a certain percentage of women customers who positively will not buy without the approval of their husbands. In the interest of saving time, it is desirable to get this approval by telephone if the deal can be handled that way.

Bear in mind that if a woman says she must refer the purchase to her husband, she has already made up her mind that she wants to buy. The need to consult the man is merely to get him to approve her decision so as to avoid future misunderstanding. Nine times out of ten he will tell her to get what she thinks is best.

When he does inquire into the financial end of the deal, it is generally to know the amount of the monthly payment. In anticipation of cases just like this, your company should have the payments for your best model spread out over a longer period than for the lower priced model, so the difference in monthly payment is very little. Write these two figures, in large numbers, on a pad. Seat her in the visitor's chair at your desk.

Have the telephone on your side of the desk, and ask if you can dial her husband's number. Get him on the line, introduce yourself, and say, "Mrs. Prospect has looked over our ranges, and there is one that she would like to have. It has features that make it easier and more economical to use, and because of automatic controls it will save her a great deal of time and result in better meals. She would like to discuss it with you for a moment before she authorizes the delivery. Will you talk with her?"

You have already given her the price and terms, emphasizing the small difference in monthly payments if it is to be a time deal. The chances are very strong that he will approve the purchase then and there.

Meeting the husband

If the deal can not be completed on the phone, you will need to see him. Make a definite date, as soon as possible, preferably at their home, and take your sales circulars along in a briefcase or envelope. (If you make the appointment at the showroom you may have to go through the entire sales talk and demonstrate again.)

When you are through with the introduction and are seated around the lamp, take out your sheet showing the model on which you and she have decided, and say, "This is the range (or whatever) that Mrs. Prospect would like to have." (Say "have" instead of "buy.") Then give him a quick rundown of the features, pointing each out on the circular. Make each one of these features important for their benefits to her. And make your story so good that he will be an awful heel if he does not agree to let her have it.

Never neglect to show him that this appliance will save her a lot of work and energy. A man's home life is a lot more pleasant if his wife is not worn out at night. You do not have to spell this out—he will not be willing to be both a heel and a sucker.

Your grocer likes to be paid. So does the landlord. You want to have something left so you and your family can enjoy the better things of life. The way to get the wherewithal is to make more sales. By simple arithmetic, the way to build that income up is to close more sales on your first interview, and make as many interviews as possible.

Salesmanship is not just work—it is also a profession. Like the other professions, it pays off in direct proportion to the energy, intelligence and self-discipline that you put into it. And the ability to close, which governs your earnings, can be improved as long as you live and work. ■

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WICHITA, KAN.—501 KFH Building

Clothes dryer sales dip in 1957, but . . .

Gas dryers gain on electric

. . . and a 10% upswing is seen for 1958

SALES of domestic gas clothes dryers gained on electric dryers by 6.6 per cent in 1957 and gas is expected to hang on to that gain in 1958, according to figures supplied by the American Home Laundry Manufacturers Association.

Not that sales of gas dryers were anywhere near the electric mark. Almost 70 per cent of all domestic dryers sold in 1957 depend on Ready Kilowatt for energy.

But the fight is far from over. In fact, it has hardly begun. AHLMA calculations show that only 13 per cent of all American homes have automatic clothes dryers. That leaves a lot of battleground.

Sales of both gas and electric dryers sagged in 1957, but whereas electric dryer sales fell a whopping 22 per cent, gas dryer sales dipped only 8 per cent. That 14 per cent difference must show something

1958 home laundry sales

Home laundry appliance sales during 1958 will continue at high though not record levels, according to a joint forecast made by the market research departments of industry manufacturers and released by Guenther Baumgart, executive director of AHLMA.

Manufacturers expect factory sales of automatic and wringer washers, gas and electric clothes dryers, automatic ironers, and combination washer-dryers to total 5,308,000 units during 1957, and to reach 5,370,000 units in 1958.

Automatic washers

Automatic washers, themselves relatively new (most sales have occurred since World War II), were forecast for 1957 at 2.8 million units and 2.9 million units for 1958.

Automatic dryers

Automatic clothes dryers, also a post-war growth product of the industry, will total 1.31 million units in 1957 and 1.5 million units

in 1958, according to the forecast. Growth of the automatic dryer over the last decade has been phenomenal. Only 3,739 units were shipped from factories in 1946, while factory sales reached 1,499,000 units in 1956.

Combination washer-dryers

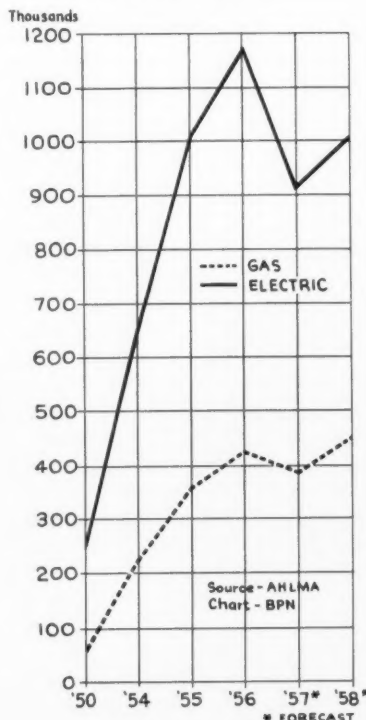
Sales of combination washer-dryers, the industry's baby, totalled only 102,406 units during 1956, will reach an estimated 180,000 units for 1957, and are expected to exceed 250,000 units during 1958.

Factors influencing continued high sales

Some of the important factors within the industry that will influence continued high sales include:

1. A long-term, upward trend for home laundry appliance sales.
2. Growing importance of the replacement market for automatic washers. Machines sold in great volume in the late 1940's and early 1950's are now reaching the average six or seven year life at which surveys show replacement rates are highest.
3. Greater use of the automatic clothes dryer. Due to the rapid strides which have been made in the development of chemical textile fibers of the "wash and wear" type, automatic clothes dryer reconditioning of nearly every kind of garment and household textile is now possible.
4. New product developments within the industry. Indications are that research and development facilities of industry members will produce startling new home laundry appliances in the years ahead.
5. A large potential market ahead for all home laundry appliances. Only 13 per cent of American homes have automatic clothes dryers. Less than 33 per cent of all wired homes in the United States are equipped with automatic washers, although saturation of all types of washing machines is in excess of 85 per cent. Combination washer-dryers have the greatest potential in that only about 300,000 units have been sold, with some 47 million wired homes in existence today. ■

**DOMESTIC CLOTHES DRYER SALES
GAS vs. ELECTRIC**



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Convenience .. Ease
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We've got the experience,
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Available with "Texoil" dispenser for service station
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No sharp corners or obstructions to hamper operations.
1,000-WG unit uses less than a 7-foot square...no fence
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moved in one operation.

DAL-WORTH TANK COMPANY

Post Office Box 818 • Grand Prairie, Texas

By NEIL REGEIMBAL
Correspondent



BPN

Washington Report

From BUTANE-PROPANE News Washington Bureau

REA is looking for ways to continue subsidies

Officials of the Rural Electrification Administration, faced with the fact that about 96 per cent of all farms now have electricity, are looking for ways to continue subsidizing cooperative power projects.

At a recent conference of top REA officials and their advisors from the power co-ops, the following proposals were made for strengthening the REA program:

- The agency's "business security program, designed to help rural electric systems improve and maintain sound operations, be extended to as many borrowers as possible."

- The agency provide borrowers with "additional guidance in determining the amount of (financial) reserves they should have to meet their business needs."

- REA and the borrowers, "in view of the increasing dependence of rural people on electric power, give increased attention to matters concerning the service reliability of the rural systems."

REA co-ops have told the government they plan to ask for \$210 million more in loans to help finance a total construction program of \$282 million. About three-fourths of the construction will thus be subsidized by 2 per cent government loans if they are all approved.

These loans would be requested in the fiscal year beginning next July 1. Of the \$210 million in loans expected to be requested, \$73 million would go for distribution of power; \$37 million for improvements in existing systems; \$76 million for generation, and \$20 million for transmission facilities.

A hefty \$4 million of this would go for "consumer facilities."

An increasing number of REA observers, including some of its staunchest supporters, now believe the agency has accomplished the job it was formed to do, and should be liquidated and the financing of rural electric power turned back to regular commercial channels.

They point out that much of the growth in demand for electric power in rural areas now comes from non-farmers living in the country.

In many areas, they add, the power demands which are bringing more and more requests for REA loans come from industries which are moving into rural areas.

These industries are presenting a new problem. The rural co-ops, having started electric service in an

area, practically preclude the entrance of any new private power companies. So the industries in effect secure subsidized electric power which they were never intended to have.

Congress in 1958 will debate the entire REA problem as it considers a pending measure to require the REA to charge an interest rate equal to what the government pays to borrow, plus the cost of administering the program. At present, REA loans are made for 2 per cent, while the government pays 4 per cent or more for the money. This debate will open up discussion of what the future of REA should be.

IRS may remove some business headaches

Some of the business headaches caused by federal income tax rules requiring all records, books and sales slips to be kept indefinitely, may be removed.

Reliable sources inside the Internal Revenue Service say the agency has tentatively agreed to issue new rules recognizing business complaints.

The new rules, if approved, will for the first time set a limit on how long detailed records, such as sales slips, must be kept, and exactly which records must be kept forever. In addition, they will indicate which duplicate records may safely be destroyed.

Federal highway program goes into high gear

The new, multi-billion-dollar federal highway construction program will get into high gear this year—with damage to some businessmen and profit to others.

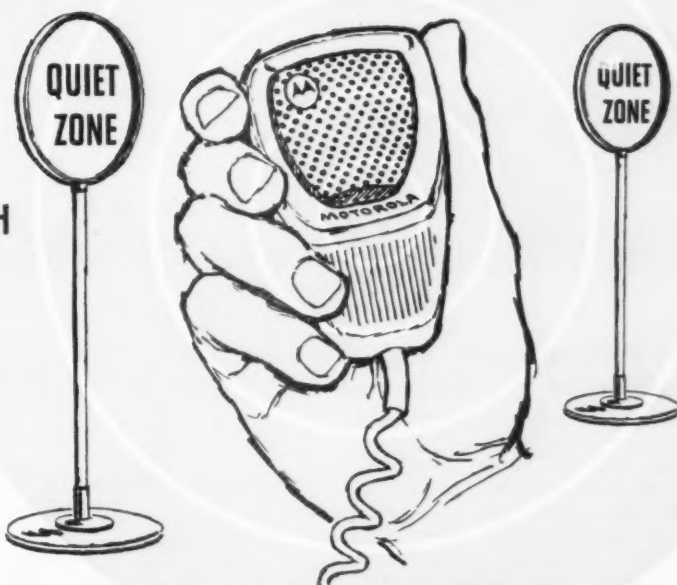
Some \$10 billion is scheduled to be spent this year on new highways, superhighways, access roads, and improvements to local roads. In most cases, exact routes have been pretty well pinpointed by local, state, and federal highway officials.

The new highways to be built under this 13-year program will create many new housing and business districts, make others obsolete, and in many areas, change the markets for L. P. gas.

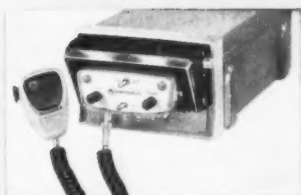
Distribution experts warn that businessmen who have not worked with the highway planners to get the most good out of the new highway systems, and keep damage to a minimum, will have to get busy.

Among the problems which businessmen should help solve are: Location and routing of freeways linking the superhighways with city areas; location of by-pass routes around congested city areas, and construction of efficient local arterial streets to keep area traffic, including delivery vehicles, moving freely.

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PRIVATE-LINE
2-WAY RADIO...



***silences all channel traffic
except your own messages***



PRIVATE-LINE radiophone is now available in T-POWER (shown above), which features a completely transistorized power supply. Also available as 6/12 volt TWIN-V radio.



Get the complete facts about this startling new type of 2-way radio. Write today for these 2 new folders on PRIVATE-LINE radiophone.

Now, with the new Dual-Squelch PRIVATE-LINE radio, you get all the benefits of improved PRIVATE-LINE operation . . . *plus* easy integration for mixed fleets and monitor-before-transmit.

Because PRIVATE-LINE radio is quiet except when receiving a call from another radio in your own system, you eliminate all the "channel chatter." It's much like having the frequency all to yourself. You benefit by reducing the number of missed or misunderstood messages . . . operator fatigue is reduced . . . overall efficiency is increased.

Dual-Squelch PRIVATE-LINE radio gives you these basic features . . . and more. Now you can make a gradual changeover to PRIVATE-LINE operation. During the transition period, your messages can be received by both Motorola conventional and PRIVATE-LINE radios. No longer is it necessary to make the complete changeover to PRIVATE-LINE operation at the same time. And with the new Dual-Squelch operation, you can have manual selection or optional automatic monitoring of the channel before transmitting.

Before you select your 2-way radio, you'll want to investigate Motorola Dual-Squelch PRIVATE-LINE radio.



MOTOROLA

PRIVATE-LINE RADIOPHONE

MOTOROLA Communications & Electronics, Inc., A Subsidiary of Motorola, Inc., 4501 Augusta Boulevard, Chicago 51, Illinois

news

1958 appliance outlay predicted at \$5 billion

The residential gas appliance and equipment industry estimates that at least 15.6 per cent of the \$32 billion outlay expected in 1958 for new home construction and modernization will be spent on kitchen, laundry and heating equipment, with gas-operated types in greater demand than at any time in the past.

A better than seasonal pick-up in the gas heating business since last summer, continuation of heavy volume in gas water heaters, and a sharp final-quarter rise in sales of gas built-in ranges are among the reasons why the industry's outlook for the new year is extremely bright.

Official forecasts of 1 million housing starts valued at \$17 billion and home improvement projects totaling \$15 billion are another basis for gas equipment industry enthusiasm.

Recent figures show how the gas industry ties into the present and future housing picture. Seven out of 10 new homes now are being equipped with gas central heating furnaces or boilers. Gas water heaters are outselling other types by better than three to one, while sales of gas built-in ranges, now in demand for both new homes and replacement projects, are up nearly 20 per cent over last year's total and are expected to go much higher in 1958.

The tendency to favor gas equipment is already discernible in the step-up of gas conversion burner, clothes dryer, direct heating equipment, gas range and water heater sales during the final quarter of 1957, as well as the all-year pace of furnace and boiler sales.

Students of the modernization market also see up-dated refrigeration and whole-house air conditioning as in more common demand in 1958. Both services are now available in gas-operated equipment, and

the new year is expected to see more gas equipment companies engaged in this phase of the industry.

Utility gas customers increase 2.9% in 1957

Average number of utility gas customers during 1957 was 30.4 million, an increase of 2.9 per cent over 1956, according to the American Gas Association. An average of 27 million received natural gas, an increase of 7 per cent; while manufactured and mixed gas customers averaged 3.2 million, a decline of 21.2 per cent.

Customers are expected to increase steadily to 33.5 million by 1960—31 million of them residential—and to 38.3 million by 1965—35.5 million residential.

House heating customers of gas utilities total 18 million, an 8 per cent increase over 1956. Gas-heated homes represented about 36 per cent of the nearly 50 million occupied homes and apartments as of mid-1957, the AGA reported.

Total 1957 utility gas sales climbed to a record high of 74.36 billion therms, a 2 per cent gain over 1956 (LPG gallonage gained 4.1 per cent according to the Phillips Report).

Approximately 21,000 miles of gas mains were added in 1957. Mains have been extended some 200,000 miles in the past 10 years to bring main mileage to 545,700.

Construction expenditures will total \$8.7 billion for a four year period through 1960 compared with \$5.3 billion in the previous four years.

Volume rates for tank-car shipping seen

Trends in the tank-car industry point to likelihood of a major reform in the coming year in the railroad rate structure—the extension of graduated commodity rates

to tank-car loadings—in the opinion of at least one authority.

H. J. Leddy, president of Shippers' Car Line division of ACF Industries Inc., says: "Volume rates for tank-car shipments are as certain as death and taxes. The only question is—when? Based on proposals now being considered by the railroads, we estimate that graduated tank-car rates will be sought within 12 months."

The ACF division which Mr. Leddy heads leases tank and other cars to industry, and maintains one of the "big three" U. S. tank-car fleets.

Mr. Leddy explains that a tank-car rate, unlike many flat-car and box-car commodity rates, is the same whether the shipment is large or small. For many products, graduated schedules are published that provide lower rates for larger minimum shipments. No such allowance applies to goods shipped by tank car.

LPG Credit announces a reduction of charges

A reduction of charges for the financing of LPG equipment is announced by LPG Credit Corp., Cleveland, Ohio.

"Our decision to make additional funds available for equipment purchases to L. P. gas distributors and dealers, at new lower rates and without recourse, is definite evidence of our faith in the industry's continued expansion," says J. E. Parsons, vice president.

Under this new arrangement, the L. P. gas operator can purchase necessary equipment, including domestic storage tanks, at as low as 10 per cent down with maturities up to 60 months, if desired.

McCabe-Powers takes 'hats off' to U. S. repairmen

Rising to the defense of the U. S. repairman, severely criticized in a feature article in the Oct. 14, 1957, issue of *Time Magazine*, McCabe-Powers Auto Body Co., St. Louis, Mo., has mailed 250,000 special four-page folders to repairmen throughout the country.

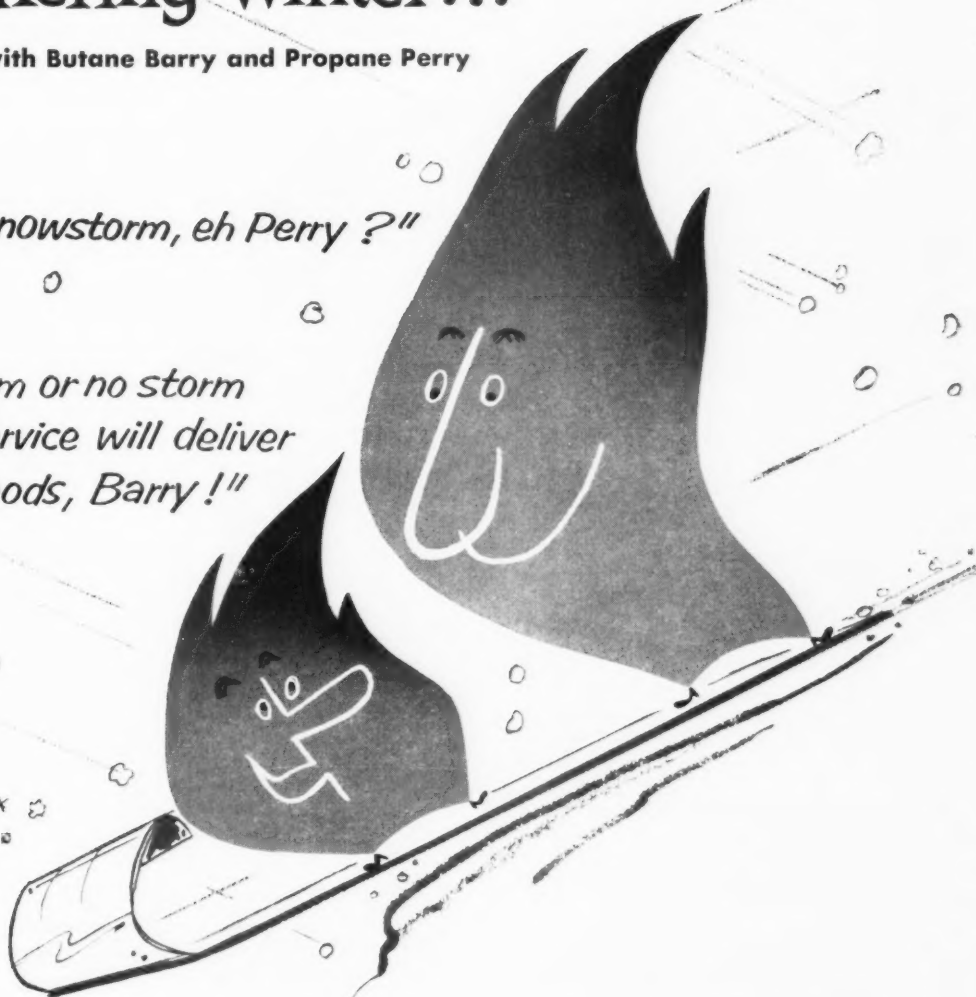
"The folders were prepared because we feel that *Time's* article painted a blacker-than-necessary picture of the U. S. repairman," stated John Powers, company president. "To be sure, there are many 'easy-going, unhurried individuals' in the repair business, and petty

Weathering Winter...

with Butane Barry and Propane Perry

"Some snowstorm, eh Perry?"

"Storm or no storm
Cities Service will deliver
the goods, Barry!"



Yes It's Easy Sledding With Cities Service!

*Whatever the weather
whatever the load
Whatever the method
whatever the road—*

Cities Service gets your order to you!

Don't be stranded by a supplier who can't deliver. Cities Service has the trucks, the railroad cars, the supplies and the will to assure winter delivery.

Moreover, Cities Service LP-Gas is made in the most modern producing plants and strictly controlled during every step of production, storage,

and transportation. Its quality exceeds NGAA specifications!

Cities Service provides technical and operational assistance, too. Helps you convert more customers in homes, farms and factories.

What's more, Cities Service always cooperates—never competes—with its distributors. Does not sell at retail.

Don't be left in the cold. For a winter hot with sales success, sign up with Cities Service! Call or write the nearest office below.

SERVICE!...Part of our name, part of our business

CITIES  SERVICE
QUALITY PETROLEUM PRODUCTS

406 W. 34th Street
Kansas City, Missouri
20 N. Wacker Drive
Chicago, Illinois

500 Robert Street
St. Paul, Minnesota
6611 Euclid Avenue
Cleveland, Ohio

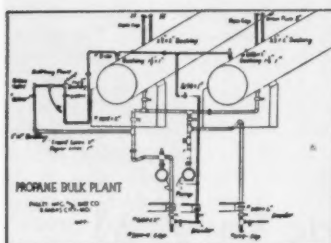


**Your One Supplier with everything in L. P. gas
and Anhydrous Ammonia Equipment**



"The Loadmaster" LPG Truck Tank

PASLEY-DESIGNED Truck Tanks (see above and right) were first to feature all controls from one location. All operation is from one point—rear compartment.



BULK PLANTS Pasley LPG and Ammonia type installations—a turnkey job or engineering for your own installation. Write, wire or call.

Also a complete line of accessory equipment.

"Pastels By Pasley"

COLOR—The Modern Trend! Bring your LPG Equipment up to date. Available in the following colors . . . (write for information)

Blush Peach	Smoky Grey
Sunshine Yellow	Seafoam Blue
Mustard Lime	Wedgewood Green
Eureka Orchid	Rose Beige
Lake Blue	Desert Rose



"EVERYTHING IN LPG AND ANHYDROUS AMMONIA"

The Pasley Mfg. & Dist. Co.

601 East 11th Street • Kansas City, Mo. • Tel. Victor 2-2369

crooks, too, as *Time* pointed out." "But," Powers added, "the vast majority of America's repairmen are intelligent, hard-working, honest persons who deserve a pat on the back for jobs well done."

**All Utility appliances get
Gaffers & Sattler name**

All products manufactured by Utility Appliance Corp., including Mission hot water heaters and Utility heaters and air conditioners, will now be marketed under the Gaffers & Sattler name, it was announced by Utility President Ben B. Breslow at a press conference in Los Angeles.

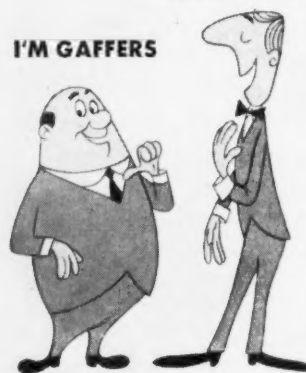
The Gaffers & Sattler name will be added to the appliances without sacrificing their individual names. The Mission water heater trade mark will remain the same, for example, except that the Gaffers & Sattler crest and name will be added to the top.

One of the major reasons given for the change is the phenomenal success Utility has had with the two cartoon characters Mr. Gaffers and Mr. Sattler. Introduced three years ago to plug the Gaffers & Sattler free-standing and built-in ranges, the two little men met with immediate acceptance by television, billboard, newspaper and magazine audiences with the result that range sales have increased 50 per cent in each of the three years.

Currently known best in Utility's major market, Southern California, the firm intends to extend its marketing to other parts of the nation.

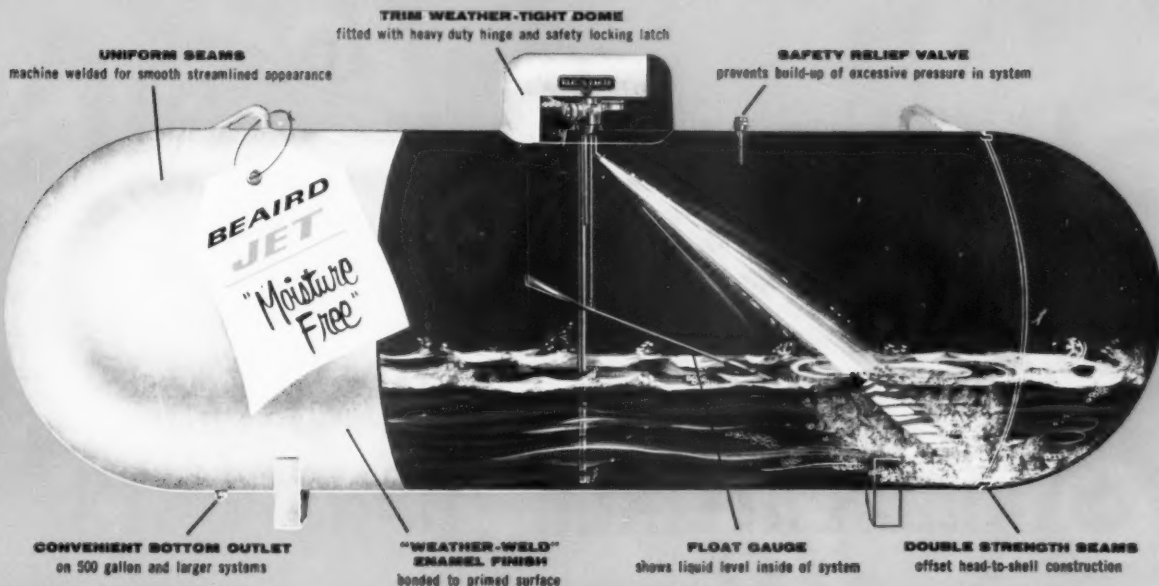
I'M SATTLER

I'M GAFFERS



The cartoon characters that helped up Gaffers & Sattler's range sales and prompted the company's use of the Gaffers & Sattler name.

Here's the Inside Information...



ON BEAIRD

"JET FILLED" LP-GAS SYSTEMS

Compare Beaird LP-Gas systems with all others and you will find the important quality differences. Only Beaird offers so many advantages to both dealer and customer.

FOR THE DEALER

There is Jet Filling to speed up deliveries... Thermo-Vacuum dehydration... Moisture-Free system to end freeze-up service calls... top quality fittings for long trouble-free operation... unbroken record of safety... hard hitting merchandising aids... stocking points that lower inventory costs... long term financing.

FOR THE CUSTOMER

There is Beaird's written guarantee. Dependable, uniform gas service... attractive weather-weld enamel finish... safe liquid withdrawal valve... easy to read float gauge... locking dome to prevent tampering... quality controlled construction for long trouble-free service.

Give yourself and your customer a better deal in '58 as a Beaird LP-Gas System Dealer. Write today for New Illustrated Brochure.



THE J. B. BEAIRD COMPANY, INC.

A Subsidiary of American Machine & Foundry Company
Shreveport, Louisiana
Clinton, Iowa
Stockton, California



End fitted
Beaird Blue Belle System
Jet Filled

Individually fitted
Beaird West System
Jet Filled

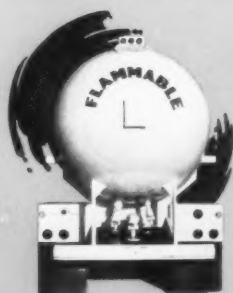


T-1 STEEL BEAIRD PAYLINER TRANSPORTS

CUSTOM DESIGNED FOR YOUR AREA . . . YOUR TRACTOR

Now you can haul more . . . more profitably with Beaird T-1 Steel Payliner Transports. Structurally designed to eliminate excess dead weight T-1 steel payliners are lighter, stronger and give greater length of service with less maintenance. T-1 steel has a higher tensile strength . . . is harder . . . and has exceptional yield strength. These are the characteristics you want in your next LP-Gas Transport.

Beaird "Product Engineering" gives you maximum allowable payload for your area and product . . . Butane or Propane . . . Payliners meet the 1956 edition of ASME code for unfired pressure vessels and MCC 330 ICC code requirements. Every Payliner is thoroughly road tested and inspected before delivery.



CHECK THESE BONUS FEATURES

Certified capacity • Stress relieved • 100% X-Ray of all seams • Approved floating-step Baffles • UL approved fittings and valves • Air lines protected by steel conduit • Lighting ICC with vapor proof wiring • Adjustable rub plate • 1-Jet-Splash Filler • 2-2" Vapor Openings • 3-3" Liquid Openings

Get the Payliner Bonus Profit Story — Write Today!



THE J. B. BEAIRD COMPANY, INC.

A Subsidiary of American Machine & Foundry Company

Shreveport, Louisiana
Stockton, California
Clinton, Iowa



Texas has already been added. An extensive advertising campaign is planned to help put the brand name over for the water heaters, heaters, and air conditioners.

Mr. Breslow expects his company to do a slightly larger volume in 1958 than in 1957. Utility's production is geared to the housing industry, he stated, and the loosening of credit should stimulate building.

The manufacturer also forecast that in five years there will not be a house built in the western part of the nation, at least, without central air conditioning; that price-cutting in the appliance industry will "shake-out" in the next few years due to failure of dealers who continue to cut prices; and that the trend during the coming years will be to 50 gal. water heaters.

GAMA elects seven members to the association

Election of seven companies to membership in the Gas Appliance Manufacturers Association has been announced by Harold Massey, managing director. In addition, new members have been admitted by various GAMA divisions.

The new members and their products are: Anthes Imperial Co., Ltd., St. Catharines, Ont., Canada—boilers, furnaces and conversion burners; Arkla Air Conditioning Corp., Evansville, Ind.—home heating and cooling units; Comstock-Castle Stove Co., Quincy, Ill.—commercial cooking equipment; and Hasche Engineering Co., Johnson City, Tenn.—gas reforming equipment and peak shave plants.

Also, McQuay-Norris Manufacturing Co., St. Louis—solenoid valves and controls; The Montague Co., San Leandro, Calif.—commercial cooking equipment; and Standard Connector & Manufacturing Co., Los Angeles—appliance connectors.

Comstock-Castle and Montague also have been elected to membership in GAMA's hotel, restaurant and commercial gas equipment division. Other new divisional members in this unit are: Baker's Pride Oven Co., New York; Franklin Lumber & Fixture Co., division of N. Wasserstom & Sons Inc., Columbus, Ohio; Cribben & Sexton Co., Chicago; Krispy Kreme Doughnut Corp., Winston-Salem, N. C.; Rosander Co., Minneapolis; and Star Metal Manufacturing Co., Philadelphia.

The Fowler Manufacturing Co. of Portland, Ore., has been added to



the roll of GAMA's gas clothes dryer division.

Elected to membership in the gas unit heater and duct furnace division are the following: Jackson & Church division, York-Shipley Inc., York, Pa.; National-U. S. Radiator Corp., Johnstown, Pa.; and Pioneer Furnace Co., Los Angeles.

General Controls '57 sales are above forecasts

William A. Ray, president of General Controls Co., estimated in a year-end statement that sales of equipment for domestic, industrial and military uses will exceed \$30 million, or an increase of 9.5 per cent over 1956. He previously predicted an increase of only 5 per cent in sales and earnings.

Mr. Ray attributed the year, best in company history, to increased penetration of the automation market which he also held out as one of the principal factors in an optimistic outlook for 1958.

Coming year sales are also expected to increase over 1957 Mr. Ray estimates given the same economic climate in 1958. A big share of General Control's market expansion, he indicated, will come from further growth in industrial controls, electronics, and nuclear energy.

Contest deadline extended by Robertshaw-Fulton

Robertshaw-Fulton has extended the official deadline date of its nationwide contest from December 31 to February 28.

Five 1958 American sport cars will be awarded to retail gas range salespeople whose demonstrations techniques are selected as the best "Burner With a Brain" sales-clinchers in the contest.

Kengas Inc., in cooperation with Cole's Service Station, Murray, Ky., has installed a new "Rocket" propane filling station on the Paris Road, U. S. Highway 641.

M. B. Gault, sales manager of the Robertshaw thermostat division, said that only retail salesmen and saleswomen working for any type of gas appliance dealer or gas utility company are eligible to win, and contestants may submit only one entry. He outlined these objectives of the contest:

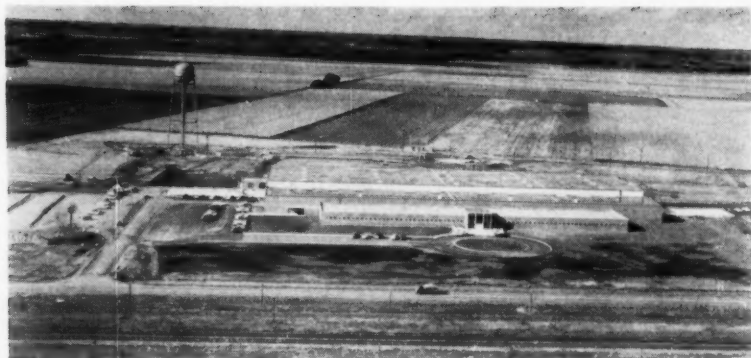
"First, Robertshaw thinks of this contest as a sound way to give component-manufacturer support at the point-of-sale to the sales promotion efforts of gas appliance dealers and utility companies. Second, the company wants to determine which advertised consumer advantages of the burner have been found most useful by salesmen and saleswomen. Third, we'd like to learn what demonstration techniques are being used most successfully, and whether salespeople have developed their own new sales - clinching demonstration ideas."

Official entry blanks may still be obtained from Contest Manager, thermostat division, Robertshaw-Fulton Controls Co., Youngwood, Pa. Entries must be postmarked no later than February 28. All entries become the property of the contest sponsor.

Rockwell's Kearney valve plant is in production

Rockwell Manufacturing Co.'s new 180,000 sq ft plant at Kearney, Neb., is now in limited production. Lloyd A. Dixon, Jr., vice president in charge of meter and valve division, has announced.

Approximately 75 employees are



Rockwell Manufacturing Co.'s new valve plant at Kearney, Neb.

already at work in the new plant, which cost more than \$2 million. It is a one story brick and tile structure located on a 52-acre plot.

The plant has as general manager, Weldon D. Willes, who is also assistant to the president of Rockwell's locomotive finished material division, with plants at Atchison, Kan., and St. Joseph, Mich.

Vulcan-Hart merges with Globe American Corp.

A merger of two old line stove companies took place on Dec. 31, 1957. By way of an exchange of stock, the Vulcan-Hart Manufacturing Co. Inc., Louisville, Ky., will merge into the Globe American Corp., Kokomo, Ind., which will be the surviving company.

The new officers of the corporation are: Alden P. Chester, chairman of the board; Wendell M. Smock, president; J. R. Comer, vice president in charge of the Macomb, Ill., division; John E. Real, vice president in charge of the Kokomo plant; C. C. Coy, vice president and treasurer, Louisville; and Emory L. Brown, Jr., vice president in charge of the new Vulcan plant in Baltimore, Md.

The main executive office of Globe has been moved to Louisville, Ky. All four manufacturing plants will continue to operate in their present locations.

Gas Consumers celebrates its 80th anniversary

Founded in 1878 to service gas lighting in San Francisco and neighboring communities, Gas Con-

sumers Service is celebrating its 80th year of continuous maintenance service of gas equipment and appliances. The company is the oldest and largest independent gas equipment servicing organization in the United States.

From 23 branch offices and service centers, GCS services gas equipment for more than 12,500 hotels, restaurants, and commercial and industrial establishments in 19 states. In addition, the company provides adjustment service for equipment in the warranty period for leading appliance and control manufacturers.

Mortgage insurance plan goes before Congress

Congress this year will be asked by the Administration to approve a new home mortgage insurance plan designed to boost the construction of new houses.

It might also, if approved, help spur sales of appliances, heating and air conditioning units, and other items.

The plan, as tentatively drafted by the Federal Housing Administration, would permit the government to insure about 20 per cent of a conventional mortgage made by a private lender, such as a bank or insurance company.

This plan would not require as much red tape or government inspection as regular FHA mortgage insurance plans, which usually have the government underwriting up to about 75 per cent of a mortgage at a set interest rate.

Backers of the new proposal say it would step up home mortgage financing by 15 per cent or more by making these investments more attractive to lenders. These loans, unlike regular FHA loans, would

(Continued on page 77)

Coleman

DISTRIBUTORS

- ALABAMA:** The Coleman Company, Inc. 115 South 35th, Birmingham
ARKANSAS: Gunn Distrib. Co., Inc. 1801 E. 22nd St., Little Rock
CALIFORNIA: The Coleman Co., Inc. 6480 Flotilla St., Los Angeles 250 Sylvester St., So. San Francisco
COLORADO: B. K. Sweeney Co. 1601 23 St., Denver
CONNECTICUT: Roskin Distrib., Inc. 275 Park Ave., East Hartford
FLORIDA: Eckles Distributors 1707 Industrial Blvd., Jacksonville J. D. Johnson Co., 16 W. Gregory, Pensacola I. W. Phillips & Co., P.O. Box 400, Tampa
GEORGIA: The Coleman Company, Inc. 1022 Marietta Street, N.W., Atlanta
ILLINOIS: The Coleman Co., Inc. 2201 S. Darst St., Peoria 4930 N. River Road, Schiller Park
INDIANA: The Coleman Company, Inc. 1422 South West Street, Indianapolis
IOWA: Midwest-Timmermann Co. 114-116 Western Ave., Davenport Sidles Co., 8 Seventh St., Des Moines
KANSAS: Coleman Heating & Air Conditioning Co., P. O. Box 2080, Wichita
KENTUCKY: Valley Dist. Co. 912 Baxter, Louisville
LOUISIANA: Walther Bros. Co., Inc. 1722 Paydras at Willow St., New Orleans
MAINE: Nelson & Small, Inc. 68-78 Union, Portland
MARYLAND: The Coleman Company, Inc. 3101 Washington Blvd., Baltimore
MASSACHUSETTS: Bigelow & Dowse Co. 2nd Ave. & A. St., Needham Heights
MICHIGAN: J. E. McMurray Dist. Co., 212 Grandville Ave., S.W., Grand Rapids Semmler Wholesale Supply Co., 5100 St. Jean, Detroit
MINNESOTA: Heating Supply Company 410 West Lake Street, Minneapolis
MISSOURI: Coleman Htg. & Air Cond. Co. 1219 Union Ave., Kansas City; Hollander & Co., Inc., 3900 W. Pine Blvd., St. Louis; General Wesco Distrib. Co., P. O. Box 271, MPO, Springfield
MONTANA: Marshall-Wellis Co. Box 2092, Billings
NEBRASKA: Sidles Co. 7302 Pacific St., Omaha
NEW MEXICO: Albuquerque Lumber Co. 501 N. First St., Albuquerque
NEW YORK: Roskin Bros., Inc. 1827 Broadway, Albany; Lee Distrib. Co., 845 Washington St., Buffalo; Jericho Distrib., Inc., Route 25, Centereach, L.I.; Sey-Ber Distrib. Co., Inc., 104 W. Division St., Syracuse
NORTH CAROLINA: Southern Appl., Inc. P. O. Box 2096, Charlotte
NORTH DAKOTA: Minot Coleman Distrib. Box 969, Minot
OHIO: The Coleman Company, Inc., 1825 East Fortieth Street, Cleveland; 392-412 McCoy St., Columbus; Hughes-Peters, Inc., 1128 Sycamore, Cincinnati; The Joseph B. Smith Co., 1945 Franklin, Toledo.
OKLAHOMA: Paul W. Davis Co. 825 N. W. 2nd, Oklahoma City
OREGON: The Coleman Company, Inc. 80 S. E. Taylor, Portland
PENNSYLVANIA: The Coleman Co., Inc. 133-43 W. Hunting Park Ave., Philadelphia 3370 Stafford, Pittsburgh
RHODE ISLAND: Lenz-Knight Co., Inc. 200 Conant St., Pawtucket
SOUTH DAKOTA: L. C. Lippert Co. 506 S. Cliff Ave., Sioux Falls
TENNESSEE: Indoor Comfort Distrib. 520 Van St., N.W., Knoxville; Forsyth-Williams, Inc., 35 N. Lauderdale, Memphis
TEXAS: Amarillo Hardware Co. 600 Grant St., Amarillo; The Coleman Company, Inc., 4909 Reading St., Dallas; 1121 Rothwell, Section 4, Houston; W. G. Walz Co., 500 San Francisco St., El Paso; South Texas Appl. Corp., 641 S. Flores St., San Antonio
UTAH: The Coleman Company, Inc. 520 West Second South, Salt Lake City
VERMONT: Twin State Appliance Distributors, White River Junction
VIRGINIA: R. F. Trant Distrib. Corp. Box 300, Norfolk
WASHINGTON: The Coleman Company, Inc. 4100 E. Marginal Way, Seattle; Marshall-Wellis Co., 131 E. Main St., Spokane
WEST VIRGINIA: Van Zandt Supply Co. 1123 Fourth Ave., Huntington
WISCONSIN: The Coleman Company, Inc. 4715 N. 32nd St., Milwaukee

BUTANE-PROPANE News

Sheldon Coleman, President, The Coleman Company, Inc. announces a remarkable new kind of warranty...



PHOTO: KARCH OF OTTAWA

Coleman®

America's only bonded line of home heating and air conditioning

\$500 bond on furnaces, air conditioning units, heaters and water heaters.

\$1000 bond on the exclusive Blend-Air heating system.

"Now by arrangement with one of America's foremost insurance underwriters*, every Coleman home heating or air conditioning unit is backed by a \$500 bonded warranty. When you install the Coleman Blend-Air heating system, a \$1000 bond guarantees the homeowner's comfort.

"What will these bonds do for you?

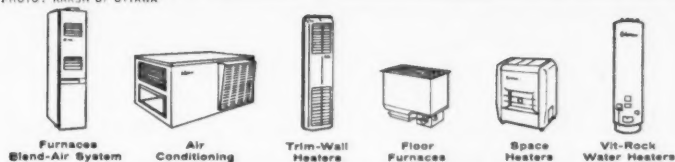
"These bonds help you sell successfully against the toughest competition. They give you new talking points. They give you an exclusive selling benefit no one else can match.

"They help you sell quality (not just price alone!) because they are positive assurance that the company and its dealers will stand behind Coleman products. They offer still more openings for you to talk about the advantages Coleman always delivers: more comfort, longer service, and better value.

"Your Coleman distributor will appreciate the opportunity of explaining this entirely new program to you."

Sheldon Coleman
PRESIDENT

*The Travelers Indemnity Company, Hartford, Conn.



Furnaces
Blend-Air System

Air
Conditioning

Trim-Wall
Heaters

Floor
Furnaces

Space
Heaters

Via-Rock
Water Heaters

The Coleman Company, Inc.

Wichita, Kansas

Toronto, Canada

More homes are heated with Coleman than any other make.



Use these
bonds...
sell more
heating and
air
conditioning



MOORE'S GAS HEATERS begin their second century under the new leadership of LOCKE STOVE CO.

Locke Stove Company proudly announces its purchase of the Moore Gas Heater Division of Conlon-Moore Corporation. Now, the manufacture and sale of the famous Moore's quality line of gas heaters, with a century of tradition behind it, will continue under new and dynamic leadership.

With two great gas heater lines—WARM MORNING and MOORE'S—and its famous WARM MORNING coal heaters, Locke Stove Company assumes even greater leadership in the space heater industry.

Moore's Gas Heaters, under Locke's management, will afford dealers greater sales and profit opportunities than ever before. Plans will shortly be announced for an expanded advertising and sales promotion program to launch Moore's into a bright new year... and a second century of aggressive progress.

Moore's
GAS HEATERS

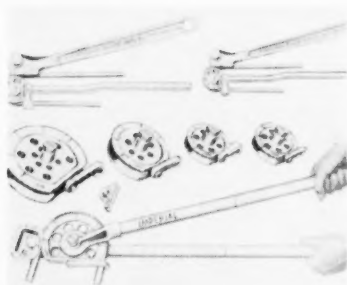
Division of
LOCKE STOVE COMPANY
114 West 11th St. • Kansas City, Mo.

Manufacturers of *Warm Morning*
Gas & Coal Heaters & Gas Incinerators.

WHAT'S NEW

IN PRODUCTS AND TRADE LITERATURE

*For further information on items reviewed in this section use
the convenient post-paid Readers' Service Cards on pages 75, 76*



Tube benders

Combination tube benders of a new, improved design which bend both hard and soft tubing and handle from two to seven sizes are now being offered by the Imperial Brass Manufacturing Co. Sizes of tubing bent range from $\frac{1}{4}$ to $\frac{7}{8}$ in. OD. The benders make bends up to 180° and can be used for copper, aluminum, steel or stainless steel tubing. Benders for four or more sizes of tubing are furnished in metal kits.

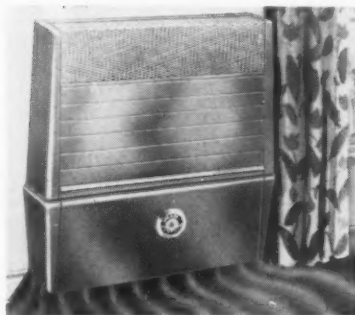
Circle 1 on Readers' Service Card

Gas-vent elbow

A flexible elbow with several first-time features for Type B gas-venting systems has been announced by Dura-Vent. With this one double-wall, air-insulated elbow, turns of any angle from zero to 90° can be made easily. One of the new features of the elbow is the

continuous insulating air space between the inner and outer walls. It is shake-proof; has enough internal play or flexibility so that horizontal or sloping runs from it do not set up stress concentration; and the interior is smooth throughout.

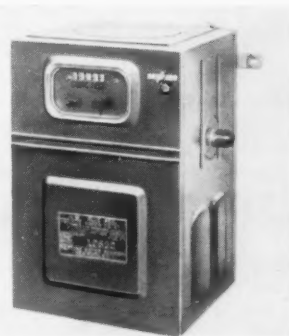
Circle 2 on Readers' Service Card



Direct-vent wall heater

The Heil-Quaker Corp. introduces the direct-vent gas wall heater. It requires no chimney... vents directly through any outside wall. Uses only outside air for combustion and exhausts the products of combustion through a sealed porcelain combustion chamber to the outside. Only 28 in. high, 28 in. wide and $7\frac{1}{2}$ in. deep, it comes equipped with a Minneapolis-Honeywell 100 per cent automatic safety shut-off.

Circle 3 on Readers' Service Card



Vapor meter

Neptune Blue Seal LP-vapor meter has been developed especially for L. P. gas dealers who bill through individual meters. Incorporated in the meter is a new, easy-to-read index which has been designed and built by Neptune specifically for the L. P. gas industry. Capacity ratings are 42 cfh with propane, and 37 cfh with butane. Accuracy is sustained over the full range from pilot-burner to rated capacity. Direct-reading indexes are available in units of cubic feet, pounds, gallons, cubic meters or deci-therms.

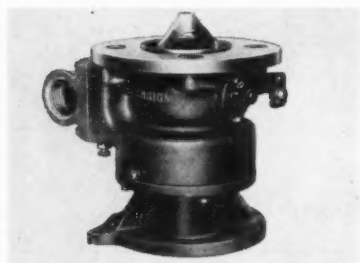
Circle 4 on Readers' Service Card

Washer-dryer combination

Tappan Stove Co. announces that it is producing an automatic washer-dryer combination. It features gas drying, automatically

metered water according to the type of fabric and amount of clothes, a simple control cycle for all fabrics, all porcelain tub and cabinet, five rinses, a master control, a simple transmission with no complicated clutches, and elimination of all vibration. The distribution of the washer-dryer is expected to be confined to the west coast market for the time being.

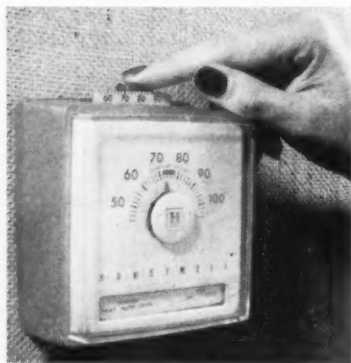
Circle 5 on Readers' Service Card



Carburetor

A new Ensign carburetor replaces the upper body section of the Chevrolet 4-bbl carburetor. It mounts directly on the lower section of the Rochester gasoline carburetor, which includes the throttle tube and linkage, and the governor if the engine is so equipped. The standard Chevrolet air cleaner is used. The carburetor has the standard Ensign built-in economizer and easy starting system. Nylon bearings and neoprene seals on the choke are used. The same basic carburetor is also available for Chevrolets with 2-bbl manifolds.

Circle 6 on Readers' Service Card

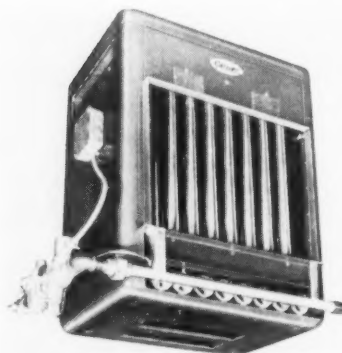


Air conditioning controls

An automatic 2-stage heating and cooling thermostat is available from Minneapolis-Honeywell. It features

separate heating and cooling circuitry which simplifies add-on installation of either heating or cooling, including manual, semi-automatic and completely automatic changeover. Honeywell also introduced a new refrigeration pressure control which is specially designed to mount in a minimum of space, making it particularly suitable for use in control panels. Available as dual or separate high and low pressure devices, it can be used as individual units. Also introduced is the air conditioning control panels which include types for both remote condensing sections and self-contained units. The condensing section panels are especially designed for use with Honeywell evaporator sequencing panels.

Circle 7 on Readers' Service Card



Duct furnace

Simple installation in less space is featured in a line of AGA approved gas-fired furnaces announced by Carrier Corp. Compactness of the units makes them adaptable for heating in conjunction with air conditioning installations in stores, supermarkets, restaurants, and other low ceiling structures. The units are produced in eight sizes with outputs ranging from 50,000 to 230,000 Btu. They offer gas control lines mounted on either side and low voltage controls operating on either 115 or 230 volt current.

Circle 8 on Readers' Service Card

Laundry rating chart

An up-to-date laundry rating chart is now available from Ruud Manufacturing Co. The chart lists 34 makes of automatic clothes washers and 294 different models. Hourly hot water demand ranges from 30 to 50 gal. an hour. A total

of 188 models require from 30 to 34 gal. an hour, 57 models from 35 to 39 gal., 22 models from 40 to 44 gal., and 27 models must have 45 or more gallons of hot water each hour for consecutive load-after-load operation.

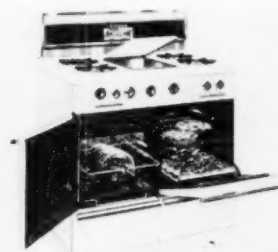
Circle 9 on Readers' Service Card



Low-price 100-lb cylinder

A 100-lb Prest-O-Lite cylinder has been added to Linde Co., division of Union Carbide Corp.'s line of L. P. gas cylinders. It is priced substantially lower than other cylinders. It weighs only 63½ lb without valve and cap. The new P-100-N joins two other 100-lb cylinders, giving users a choice of three: P-100-N, with precision imprinted markings; P-100-W, with a wide flange (which takes markings); and P-100-R, with a heading (which takes markings). All three are about 50 in. in height and about 15 in. in diameter.

Circle 10 on Readers' Service Card



1958 line of ranges

Hardwick Stove Co. announces its 1958 line of gas ranges. Futura backguard; electric clock equipped with a 4-hour timer and an automatic control which turns the oven on and off automatically; an appli-

ance outlet; two giant size and two standard burners on either side of a multi-purpose middle griddle, are some of the new features. The middle griddle is available optionally on 30 in. as well as 36 in. Hardwick ranges.

Circle 11 on Readers' Service Card



Vented radiant room heaters

Ohio Foundry & Manufacturing Co. announces the production of a line of vented radiant gas room heaters, called the Brilliant Fire "Continental II" series. In three popular sizes (35,000-50,000-65,000 Btu) the series incorporates all-welded 100 per cent gas-tight heat exchangers. They contain an exclusive "dimple-embossing" drawing process which is utilized to produce unusual rigidity of the heating sections and extremely effective resistance to thermal noise, so that quietness of operation is assured.

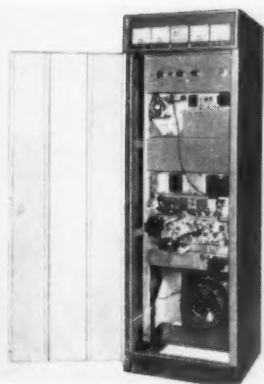
Circle 12 on Readers' Service Card



Tank meets ASME code ruling

"Master Max," the stepdown, lightweight propane transport unit made of T-1 steel, manufactured by Master Tank & Welding Co., now meets the latest ASME Code Ruling, 1204-3, requiring a 2-in. straight flange with a knuckle section on all T-1 steel transports.

Circle 13 on Readers' Service Card



Radio transmitter

General Electric Co. is now in production on a new high power UHF base station radio transmitter designed to give dispatchers of mobile communication systems more ability to reach vehicles traveling in outlying areas. Engineered to deliver up to 250 watts, the unit may be licensed for operation in the 450-460 mc band. It increases power output up to 12 db and enables dispatchers to talk up to 50 per cent farther.

Circle 14 on Readers' Service Card



Expandable display booth

The E-Z Erect expandable display booth is designed to eliminate dependence on outside labor at trade shows and conventions. Based on a design that permits erection by company personnel, no tools or fastening hardware are required. It has wings that retract into the back panels, permitting its use in 8 to 14 ft areas. Weight of the complete unit, including case, is just under 350 lb.

Circle 15 on Readers' Service Card

Marking industrial hazard areas

A roll tape for marking all types of industrial hazards is now available through Westline Products division. Packaged in rolls up to 90 ft, it is considered a fast and

economical way to mark industrial hazards for temporary or permanent identification. Available in rolls 2 or 4 in. wide, it applies to any clean surface for instant adhesion and for as little as 4½ cents per ft.

Circle 16 on Readers' Service Card



Built-in range for apartments

Top air vents and fewer extras make Gaffers & Sattler's Balboa built-in range especially economical to buy and install—features designed especially for apartment houses. The Balboa line is new in 1958 and retains all of the quality of the regular line of Gaffers & Sattler ranges, according to the manufacturer.

Circle 17 on Readers' Service Card



Ten inch furnace

Holly-General Co. announces its newest model, the "Mighty Mite," a 58,000 Btu gas forced air furnace that is 10 in. wide. It requires one foot or less of space and can be tucked away in any corner or closet. Equipped with an automatic wall thermostat, all integral con-

For further information on these products use Readers' Service Cards on pages 75, 76

trols are factory wired, including the summer ventilating switch. Other features include the adjustable speed blower and air filter.

Circle 18 on Readers' Service Card

Steam generators

Steam generators of flash type, continuous coil construction, capable of producing live steam in 2 to 3 minutes and made in sizes from 3 to 30 boiler hp, are now being produced for national distribution by Malsbary Manufacturing Co. Each unit is a complete package, so compact it can be installed wherever steam is needed.

Circle 19 on Readers' Service Card

TRADE LITERATURE

Propane transportation book

A new booklet has just been released by E. Brooke Matlack Co. on the various steps taken in handling propane safely and at lower costs. The book features the extra-precautionary measures taken to assure safe propane service for producers, industrial users and distributors. Methods for assuring accurate deliveries, safety practices during loading and unloading, preventive maintenance and driver training and safety programs are described and illustrated.

Circle 20 on Readers' Service Card

Solenoid valves data

The Controls Co. of America has released four bulletins on its new line of solenoid valves. The valves were designed specifically for liquid and section line refrigerant application, hot gas defrost installations, and for controlling water flow. Made with a sturdy bronze body, the valves feature moisture proof coil construction, quiet operation, one-nut disassembling operation, pilot operated and greater power ability.

Circle 21 on Readers' Service Card

County and city data book

The 1956 edition of the County and City Data Book, giving statistical data of use of LPG dealers in sales forecasting and deciding on

expansion to new areas, is now available. Statistics are broken down by counties, cities, states, Congressional districts, smaller urban places, and standard metropolitan areas. Included is data for each area on agriculture, bank deposits, births, deaths, marriages, business units, climate, dwelling units, electric bills, new dwelling units, population characteristics, retail and wholesale trade, and much more. In all, 133 items are included for each of the 3105 counties in the U. S. The book, which sells for a nominal fee, is published by the U. S. Government.

Circle 22 on Readers' Service Card

Dehydrator literature

A bulletin describing Selas dehydrators, designed and built to meet specific needs for effective and economical removal of moisture from most gases, is now available. Moisture removal and discharge from the system is continuous, with no flow interruption or interference. Gas inlet pressures may range from a few pounds gage to 150 psig for standard design with up to 3500 or more psig for special applications. Outlet dewpoint (moisture level) is maintained safely below the specified level, which can run to -100°F .

Circle 23 on Readers' Service Card

Truck catalog

An eight-page, full-color catalog describing and illustrating six heavy-duty International all-wheel-drive truck models of cab-forward design has been issued by the motor truck division of International Harvester Co. Included are the 4-wheel-drive International models AC-170(4x4) and AC-180(4x4) with GVW ratings of 18,000 and 20,000 lb. respectively, and four 6-wheel-drive International models in the ACF-170(6x6) and ACF-180(6x6) series with GVW ratings from 22,000 to 33,000 lb.

Circle 24 on Readers' Service Card

Gas welding manual

Modern Engineering Co. announces its revised, 36-page, 1958 welding equipment catalog (No. 160), covering recommended applications of its complete line of oxy-acetylene welding and cutting

torches, air-acetylene torches, machine cutting torches, welding regulators, industrial regulators, pressure gauges, tank couplings, adaptors, hose connections and safety instruction manual.

Circle 25 on Readers' Service Card

Filing efficiency aid

Handy guides for measuring filing costs and results along with a detailed plan of action to improve filing efficiency are made available to management in a 28-page manual, "How to Measure Your Filing Costs and Efficiency," published by Remington Rand division of Sperry Rand Corp. A list of 19 check points is included to help management uncover the strengths and weaknesses of the filing operation.

Circle 26 on Readers' Service Card

Industrial heater bulletin

A product bulletin, describing the construction, application, and performance features of the Herman Nelson Industrial Heater, has been released by American Air Filter Co. Inc. It explains in detail the operation of the heating and ventilating unit that is designed to meet industrial requirements, whether for make-up air or for plant heat load.

Circle 27 on Readers' Service Card

Wrought iron pipe booklet

A. M. Byers Co. has announced availability of an 8-page booklet entitled "Wrought Iron O. D. Piping," documenting more than a score of typical commercial and industrial wrought iron pipe installations. These case histories are selected to show genuine wrought iron's durability under a wide variety of operating conditions.

Circle 28 on Readers' Service Card

L. P. gas dispenser brochure

Texoil Equipment Co. has published a 4-page brochure explaining the characteristics and installation procedures for its butane-propane dispenser models No. 1066-BP, with fluorescent lighted dial face for retail sales, and 788-BP for fleet and wholesale dispensing.

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FOR MORE INFORMATION

about New Products
in this Issue

Each New Product or Trade Literature item reviewed in this issue is numbered. Circle the corresponding numbers on the Readers' Service Card; then PRINT your name, title, company and address plainly and drop the card in the mails (no postage is needed).

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BUTANE-PROPANE *News* **READERS' SERVICE DEPARTMENT**

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Continued from page 68

not be as tightly bound on the interest rate which could be charged, but would still have the elements of an insured investment.

Reaction to the proposal in Congress has been mixed, so it may be passed only in a limited form, or may be killed.

Weatherhead Co. produces one-millionth cylinder

The Weatherhead Co., Cleveland, recently celebrated 10 years of LPG cylinder manufacturing by producing its one-millionth LPG cylinder and presenting it to Dead River Gas Co., Bangor, Maine, according to Albert J. Weatherhead III, plant manager.

Mr. Weatherhead predicted that the mammoth use of LPG during the past decade will be surpassed during the coming 10-year period.

During the 10 years that the Weatherhead Co. has been in the LPG field, it has grown to the point where it now offers a complete line of domestic and industrial cylinders, plus control equipment and a variety of valves, sales manager James H. Williams reported.

In addition to its LPG equipment manufacturing activities, Weatherhead owns the Protane Corp., one of the nation's largest retail and wholesale LPG dealerships; the LPG Credit Corp., which finances consumer purchases of LPG appliances and dealer purchases of bulk plant equipment and rolling stock; and the LPG Leasing Corp., which

arranges long-term leasing with an option to buy of 100 lb cylinders to LPG dealers.

The company distributes in Europe and Central and South America and will soon have its cylinders and control equipment manufactured and marketed in New Zealand and Australia.

Rochester Manufacturing moves line to Dallas

After 25 years in gauge production for the LPG industry, Rochester Manufacturing Co. will move production of its Rochester Criterion line, shifting its facilities for manufacture of that gauge to Gas Equipment Co. in Dallas, Texas, effective February 1.

In announcing this change, Clark L. Hastings, RMC vice president, said that present distributors and representatives will continue to service the industry. Mr. Hastings said that RMC, which was the first firm in the nation to produce LPG gauges, would lend engineering and technical assistance to Gas Equipment.

M. J. LaDue Jr. is executive vice president of Gas Equipment. J. W. LaDue, vice president and secretary, will direct the new operation.

The reason for moving, according to Mr. Hastings is that "Gas Equipment is in the heart of the market—the Gulf States—and closer to the west coast market than is Rochester Manufacturing."

Pyrofax announces sales promotion contest winners

Winners of the third and last of three 3-month Pyrofax Gas Corp. sales promotion contests for 1957 were announced recently in New York by Otto Neustadt, general sales manager. Winners were judged primarily on the number of new customers installed from Aug. 1-Oct. 31, 1957.

A winning distributor and a runner-up were selected in each of the eight Pyrofax gas sales divisions covering 28 eastern states. Out of 650 participating distributors the eight winners were:

New England—Tri-County Gas Inc., Willimantic, Conn.; North Atlantic—County Gas Service Co., Mahopac, N. Y.; Allegheny—K. L. Shively-T.V., Mifflinburg, Pa.; South Atlantic—Tazewell Bottled Gas Co., Tazewell, Va.; Southern—Pruett's, Griffin, Ga.; Central—



The National LP-Gas Council and the Tappan Stove Co. cooperated in the presentation of a Tappan "Holiday" 30-in. gas range to the second high state winner, Mrs. Thomas Dibble, of the New York State Grange and American Agriculturist bread baking contest. Mrs. Dibble is seen admiring her prize with Tappan representative, J. O. Hagen, Rochester, N. Y., at the conclusion of the award ceremony.

Rosnick's, Powhatan Point, Ohio; Midwest—Allen County Gas Inc., Forth Wayne, Ind.; and Northwestern—Ace Gas Co., Anoka, Minn.

Mr. Neustadt went on to announce that Ace Gas Co., George Williams, president, won the grand prize of the entire nine month contest. Mr. Williams' company accumulated the highest number of points of any Pyrofax gas distributor based on the number of new customers installed from Feb. 1-Oct. 31, 1957. As the grand prize winner, he is eligible for a two-week vacation for two in any place of his choice in the continental United States or Canada.

Now it's Beals Advertising Agency Inc.

Beals Advertising Company, Oklahoma City, has announced the incorporation of Beals Advertising Agency Inc.

Incorporated on Dec. 1, 1957, the agency is already actively serving industrial and consumer accounts in Oklahoma and Texas as advertising, public relations and sales promotion counsel. Its officers are Vernon Beals, president, and W. J. Montgomery, vice president and agency director.

The parent company will continue to offer syndicated advertising requirements to liquefied petroleum and natural gas industries.

Mr. Montgomery said that the creative director of the agency will



The one-millionth LPG cylinder produced by the Weatherhead Co. and presented to Dead River Gas Co., Bangor, Maine.

be Coley Newman, formerly radio-television production manager and copy chief of Galloway-Wallace Advertising.

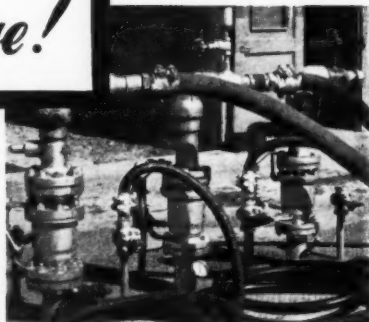
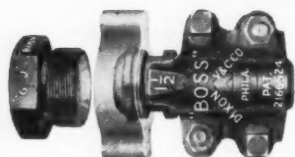
Six branches being opened by International Harvester

Expansion of International truck sales and service facilities in California through construction of six new company-operated branches has been announced by L. W. Pierson, manager of sales of the motor truck division, International Harvester.



New International truck sales and service branch at 812 W. Washington Blvd., Montebello, Calif.

*Strongest, Safest
Connections...for
All L-P Hose!*



"G J-BOSS" STYLE X-34 GROUND JOINT FEMALE COUPLINGS

Unequalled in strength, durability and safety! That's why more and more "GJ-Boss" Couplings are being used on hose handling L-P Gas . . . at bulk plants . . . on carloading rigs . . . and other installations. All parts are steel or malleable iron, thoroughly rustproofed. Furnished with super-strong "Boss" Offset and Interlocking Clamps. Ground-joint union between stem and spud forms leakproof, trouble-free seal. Sizes $\frac{1}{4}$ " to 6", inclusive. Also available in washer type, and with companion "Boss" Male Couplings. *Stocked by Manufacturers and Distributors of Industrial Rubber Products.*

DIXON *Valve & Coupling Co.*

GENERAL OFFICES & FACTORY—PHILADELPHIA 22, PA. BRANCHES—CHICAGO
BIRMINGHAM • LOS ANGELES • HOUSTON • DIXON VALVE & COUPLING CO., LTD. TORONTO
ASSOCIATE COMPANIES—BUCK IRON COMPANY, INC. QUAKERTOWN, PA. • PRECISION DRAWN STEEL COMPANY, CAMDEN, N.J.

Five of the new retail outlets are in the Los Angeles metropolitan area. One has been completed in the Montebello area and is now in operation. Another at Culver City was expected to be completed January 1. Contracts have been let for buildings at Rosemead and Norwalk to be finished about April, and final plans are being developed for a unit in the San Fernando Valley. International sales and service centers now in operation in the Los Angeles area under G. B. Healy, district sales manager, include Los Angeles, Glendale, Long Beach and San Diego.

The sixth new California branch will be in San Jose. Other branches now operating in central and northern California under the Oakland sales district managed by M. T. Sprague are at San Francisco, Oakland, Sacramento, Fresno, and Stockton.

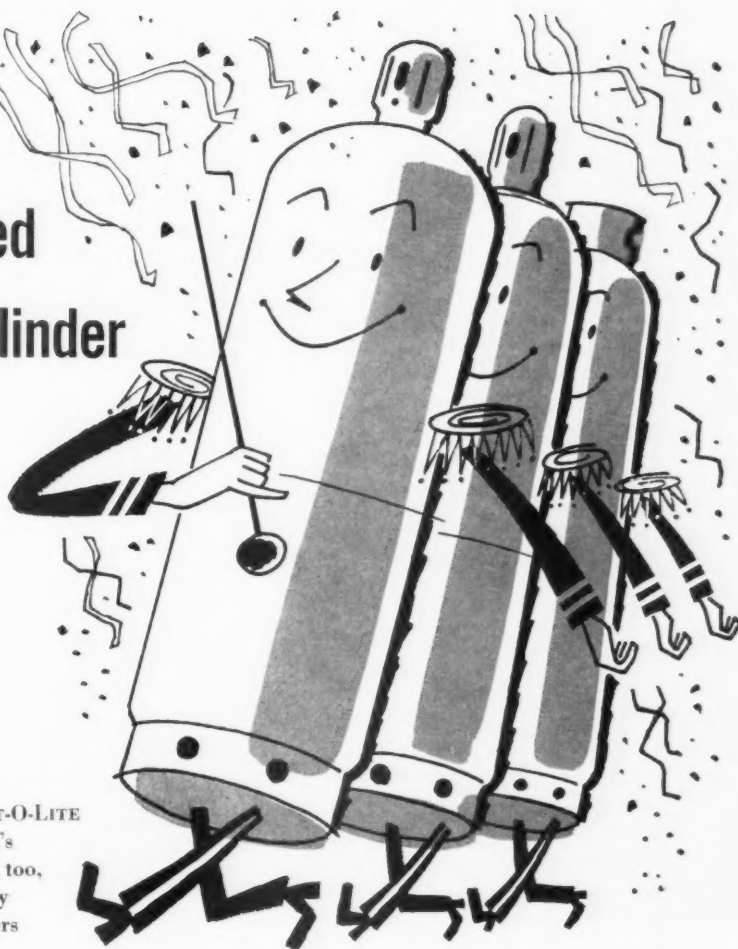
Suburban Gas six month income jumps 100% in '57

Net income after taxes of Suburban Gas Service, Upland, Calif., for the six month period ending Oct. 31, 1957, was more than 100 per cent greater than for the same period in 1956 and more than 260 per cent more than in 1955.

The jump in income returned stockholders 50 cents per share for the six months compared with 29 cents in 1956 and 19 cents in 1955.

Sales and other revenue during the six months totaled \$3,166,080. The six months total was \$2,323,359 in 1956 and \$1,153,270 the year before that. This brought sales for the 12 month period ending October 31 to \$7,527,844 and net income after taxes to \$792,376 as against

New, lower priced PREST-O-LITE Cylinder TRADE MARK LEADS THE PARADE!



The big reception given the new PREST-O-LITE P-100-N Cylinder justifies all of LINDE's efforts to make it possible. You'll cheer, too, when you discover the safety and quality features of other PREST-O-LITE Cylinders in this new 100-lb. version.

All PREST-O-LITE Cylinders have these and many other quality features—

MARKINGS CAN NEVER WEAKEN CYLINDER WALLS

Controlled, precision imprinting provides complete safety for markings on P-100-N. Wide, integral flange on P-100-W takes all markings. Heading contains markings on P-100-R.

SINGLE-SEAM, TWO-PIECE DESIGN

High-strength alloy steel shells are joined by automatic UNIONMELT Welding on all PREST-O-LITE Cylinders.

Choose now from *three* 100-lb. PREST-O-LITE Cylinders: New P-100-N provides streamlined efficiency at lowest cost. Deluxe P-100-W with the wide flange offers topmost quality—the finest LP-Gas cylinder you can buy! And the P-100-R is built with a sturdy heading, for those who prefer this style.



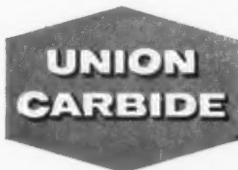
P-100-N

P-100-W

P-100-R

For other details and prices, call or write your nearest LINDE office. LINDE COMPANY, Division of Union Carbide Corporation, 30 East 42nd Street, New York 17, N. Y. Offices in other principal cities. *In Canada:* Linde Company, Division of Union Carbide Canada Limited.

Linde
TRADE-MARK



The terms "Linde," "Prest-O-Lite," "Unionmelt," and "Union Carbide" are registered trade-marks of Union Carbide Corporation.

sales of \$5,423,617 in the 1955-56 period and a net of \$421,059.

Suburban operates approximately 70 distributing plants throughout the western states and is regarded as the 10th largest LPG dealership in the nation on the basis of annual gallonage sold.

Auto & Aero completes conversion classes

The Auto & Aero Supply Co., Inc., Cincinnati, Ohio, have just sponsored the last in its series of educa-

tional classes on the techniques of converting internal combustion engines to the use of L. P. gas. This is the seventh class sponsored by the organization for mechanics and salesmen and conducted under the joint auspices of the Board of Education and Central High School in Cincinnati.

This class was far over-subscribed, indicating the wide spread interest in L. P. gas as an engine fuel, according to a company spokesman. The course was directed by James E. Coch, training director of Auto & Aero.



W. G. Ullman
President



N. E. Grandt
1st vice pres.

Siegler establishes space heating division

The Siegler Corp., Anaheim, Calif., has established a separate division for its Centralia, Ill., space heating operation to be known as the Siegler Heating Co., it is announced by John G. Brooks, president of the parent company.

"Walter G. Ullman has been appointed president and Norman E. Grandt has been named first vice president of the new division," Mr. Brooks stated. Both also are vice presidents of the Siegler Corp. Ben F. Ostergren has been appointed vice president in charge of sales of the new division.

Headquarters of the Siegler Heater Co. will be in Centralia, Ill.

Sid Harvey opens new store on Long Island

Sid Harvey Inc. has opened a new store on Long Island, N. Y. A lease has been signed for a modern 3500 sq ft, one floor, brick and concrete building at 37 Prospect Ave., Lynwood.

The store will be under the management of Leslie E. Lewis, president of Sid Harvey of L. I. Inc.

Cities Service expands Business Library Catalog

A 100 per cent increase in demand among small businessmen for the latest information on management practices has led Cities Service to expand its Business Library Catalog, the company's department of business research and education announced recently.

The new catalog which made its appearance on January 2 is completely restyled for easier reading and use. It is designed to stimulate the personal and business development of the company's thousands of dealers and distributors by providing them with the tools for self-education.

VISIBLE

MAGNETIC

FLOAT GAUGES



Seen on more systems

because . . .

Continuing research and development . . . plus quality control . . . guarantee the finest float gauge on the market!

VISIBLE gives long service with dependable accuracy . . . proves its right every day to its position of leadership as the

Standard of the Industry



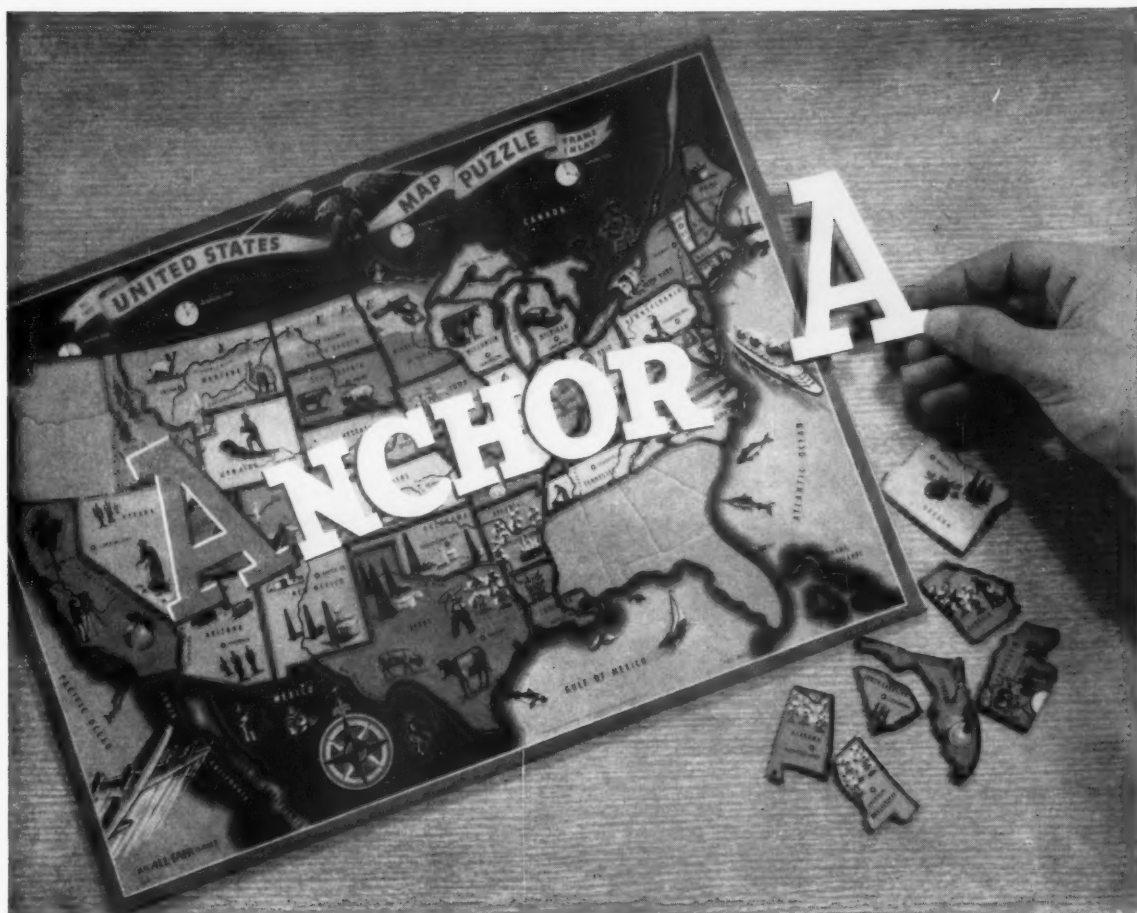
MEEDER EQUIPMENT CO.
1745 N. EASTERN,
LOS ANGELES

ODELL GLASS CO.
1277 HARDEE ST. N. E.,
ATLANTA



SQUIBB TAYLOR

INCORPORATED
1213 S. AKARD, DALLAS 2545 SUMMER, MEMPHIS



...fits your picture...

WHEREVER YOU ARE . . . Anchor markets petroleum products nation-wide, and in Mexico and Canada. You can get fast, dependable, red-tape-cutting service by calling directly to headquarters.

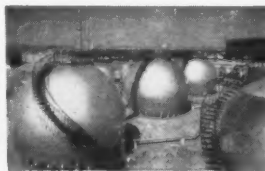
WHATEVER YOUR NEEDS . . . Anchor's vast fleet of tank cars covers the nation with efficient, flexible service. Anchor underground storage offers millions of reserve gallonage.

COMPLETELY COMPETITIVE . . . An Anchor contract offers advantages *only*. Customers are our most important product, and we want to keep them . . . happy!

WITH SPECIALIZED SERVICES . . . Anchor's engineering, transportation, financial, and business specialists are at your service . . . as near as your phone. Give us a call and see how Anchor fits your picture . . . Tulsa, CHerry 2-7261.

ANCHOR PETROLEUM CO. — TULSA

SALES OFFICES: Toledo, Sioux City, St. Paul, Shreveport, Hattiesburg, Gulfport, Savannah, Oklahoma City, Houston, Midland, Long Beach, San Francisco, Seattle, Calgary



Heil-Quaker Corp. names three new distributors

The appointment of three additional distributors to handle the complete line of Quaker home heaters, has been announced by Peter Costomiris, sales manager, Heil-Quaker Corp., Lewisburg, Tenn.

The newly appointed distributors and the areas they will service are:

Auer Steel & Furnace Co., Milwaukee, for central Wisconsin; Bowers Wholesale Corp., Norfolk, Va., for northeastern North Carolina and eastern Virginia; and Jef-

erson City Storage Co., Jefferson City, Mo., for central Missouri.

According to Mr. Costomiris, these appointments take effect immediately.

NEWS NOTES

Philco Corp. announced recently that it had expanded its original manufacturing agreement with Avco Crosley division until May, 1961.

Wilson Manufacturing Co., Memphis, Tenn., has named Madden Brass Products Co. as national distributors for its Wimco line of tube working tools. The agreement covers the complete line for both the refrigeration and L. P. gas industries.

For the fifth consecutive year, the Robertshaw-Fulton Controls Co., Richmond, Va., has signed as a participating sponsor in the 1958 "Mrs. America" homemaking promotion, it is announced by Bert Nevins, president of Mrs. America, Inc.

Many businessmen are urging enactment "when possible" of a bill sponsored last year by Rep. Thomas B. Curtis (R.), Mo. This bill would exempt from taxes the first 20 per cent of business income (up to \$30,000) a year if the funds were reinvested in business inventories or equipment. It would apply to both incorporated and unincorporated firms. But they oppose other pending tax reduction bills because they fear they would result in adoption of a new broad-based excise tax to make up revenue losses.

The Eisenhower Administration will make a strong bid for passage of the pending pre-merger notification bill, requiring firms to tell the government 60 days before a merger is carried out. It stands a good chance of passage. Legislation to repeal the "good faith" defense to price discrimination charges, which would seriously damage most jobbers, seems likely to fail again.

The City of Austell, Ga., is installing a \$135,000 propane gas plant.

Air-Con Supply Co. Louisville, Ky., has been appointed as exclusive distributor for the complete line of REX automatic water heaters, it is announced by the Cleveland Heater Co. The firm is headed by George Shuck.

Hajoca Corp., will now feature White automatic water heaters exclusively, it is announced by J. W. St. Clair, president. "This is the first change Hajoca has made in its line of such equipment in some 20 years," he stated. Shipments to Hajoca's branches from the White Products Corp.'s Michigan plant are underway.



L P GAS

TRANSFER UNIT

SAVINGS RECORD

SPEAKS FOR ITSELF



look at these
\$\$\$ saving facts

**GALLONS OF LIQUID REPRESENTED BY
VAPOR CONTENTS OF 10,000-GALLON TANK CAR**

COMMERCIAL PROPANE			BUTANE		
Tank Car Temp. — F.	Corresponding Pressure-psi	Gallons Recoverable	Tank Car Temp. — F.	Corresponding Pressure-psi	Gallons Recoverable
110	212	540	120	62	204
100	185	485	100	43	157
80	140	392	80	27.5	115
60	102	307	60	15.2	85
40	72	237	40	5.6	61
20	47	175	30	2.1	51

HERE'S HOW: The Brunner L P Gas Transfer Unit not only transfers all liquid to your storage tank but also removes and liquifies the gas vapors in the tank car. That amounts to one extra tank car of gas from every 20 tanks.

It's also the economical and efficient way to load tank trailers and even discharge into storage tank of ultimate consumer.



WRITE FOR FREE BOOKLET...

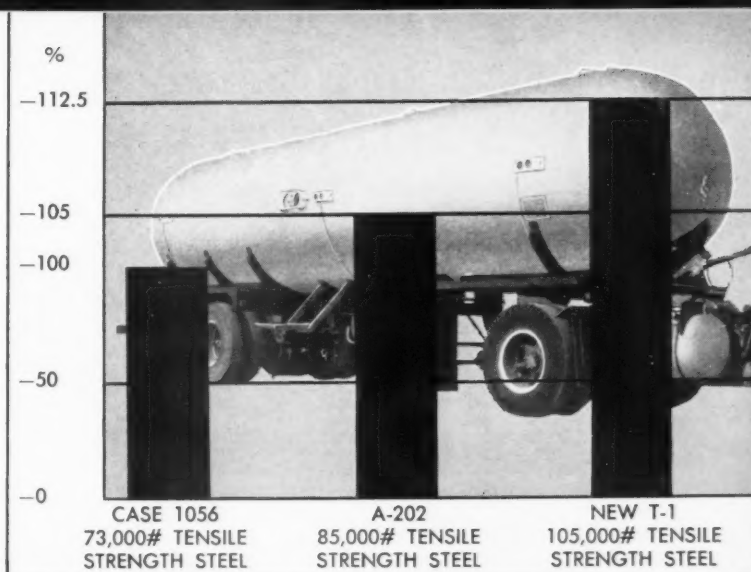
Tells You How To Get Transfer Savings

BRUNNER DIVISION
Dunham-Bush, Inc.
UTICA, NEW YORK



WEST HARTFORD, CONNECTICUT • MICHIGAN CITY, INDIANA • MARSHALLTOWN, IOWA • RIVERSIDE, CAL.
BREWSTER, NEW YORK • TORONTO, CANADA • GAINESVILLE, GEORGIA • LONDON, ENGLAND

Maximum Load laws imposed by various states once prevented dealers from increasing profit-per-load in transporting gas from refinery to plant storage. Now, Trinity Steel Company offers a new light-weight steel blimp transport that changes this picture...



Bar chart, showing increased percentage of product payload of T-1 and A-202 over Case 1056 steel, all with 72,000 lbs. total loaded weight.

Same Number Trips, Same Maximum Loaded Weight... OVER 10% MORE PAYLOAD EACH HAUL

Bless American industry and its amazing technological advances! Time was, an LPG dealer had his hands tied when it came to increasing profits on transport hauls from refinery to plant storage. If his state's laws limited the maximum load to, say, 72,000#, the heavy weight of the tank, chassis and tractor left little room for gas.

Tank fabricators, in many instances, were able to redesign the fenders, chassis and overall design to reduce dead weights and to improve the payload... but this often was not enough saving to make a big difference.

New Steel Discovery Opens Door

The vast research facilities of the nation's top steel makers were used to work on this problem. Out of this effort came a fantastically strong new lightweight steel. Labeled, T-1 steel

by the manufacturer, this steel has a tensile strength of 105,000#! This is compared to the old 73,000# tensile steel commonly used before. With the same maximum loaded weight, the use of T-1 increased payload over 10%!

Proper Fabrication of T-1 Essential

Several tank fabricators experimented with T-1 and found new problems that discouraged them from continuing. On the other hand, Trinity Steel Company of Dallas saw the tremendous potential of T-1... their Engineering Department took the new steel and developed new methods and machinery that made T-1 easy to handle. Their success is evident from their current rank as Number One producer of T-1 transports in the world!

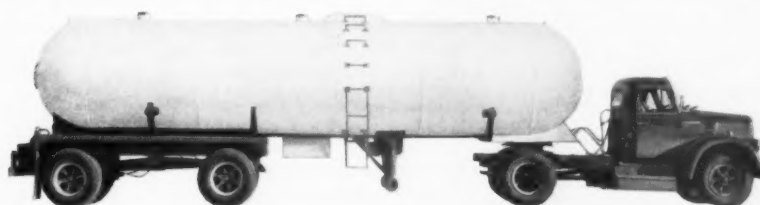
Let's look at Trinity's now famous

T-1 Blimp Transport. The silhouette is streamlined and beautifully painted... this is important to a transporter who wants to build his reputation as a modern, efficient businessman. There is a center mounted rotogage for best average accuracy... or optional calibrated filling outage gauges from 79% to 92% with temperature correction chart for those desiring extreme accuracy. Three internal Safety Relief Valves are spaced across the blimp's top for positive communication with the vapor area... external guards prevent moisture pockets and rust. All blimps are fully baffled against load surge... long radius angle clips permit flexibility in the tank as well as passage of the product around the periphery. The T-1 Transport is precision engineered to assure proper loading in all cases.

Does T-1 Steel Cost More?

It costs *less* to use T-1 Transports. While the purchase cost is more, the extra profits per load will make up this difference in a short time. Then, you pocket the extra payload profits for the life of the transport. A new, colorful bulletin on Trinity's T-1 Blimp Transport is now available. For your free copy, write, call or wire, Trinity Steel Company.

(Advertisement — Trinity Steel Company — 4001 Irving Blvd. — Dallas, Texas Phone: FL 7-3961)



Trinity's T-1 Blimp Transport, showing calibrated filling outage gauges and streamlined silhouette.



THE TRADE

Temco Inc. announces several executive changes

F. Donald Hart, formerly executive vice president of Temco Inc., has been elected president of the Nashville corporation. Mr. Hart has been associated with Temco since 1944.

W. Bratten Evans, formerly

president and now chairman of the board, announced Mr. Hart's election following a recent meeting of Temco's board of directors. He also announced the election of Robert N. Smith as first vice president and treasurer. Mr. Smith formerly served as vice president and treasurer.

James E. Bradford has been ap-



F. D. Hart
President



W. B. Evans
Board chairman

pointed to fill the newly-created position of manager of production planning. Mr. Bradford's new duties include responsibility for methods and standards with Temco, along with planning, scheduling and all other functions of the production engineering group.

L. A. Tanksley has been appointed to the newly-created post of production superintendent. He has been associated with Temco since 1954 as tool engineer and later as general supervisor of metal fabricating and painting.

Spahr succeeds Foster as president of Standard Oil

The board of directors of the Standard Oil Co. (Ohio) recently elected Charles E. Spahr to be president of the company, succeeding Clyde T. Foster, who continues as chairman of the board and chief executive officer.

Mr. Spahr has been executive vice president and Mr. Foster both chairman and president.

The changes in titles will more closely reflect responsibilities and establish lines of executive communications for the continued active direction of expanding company operations, according to a company spokesman.

Mr. Spahr has been with Standard since 1939, except for four years during World War II. Mr. Foster has been with the company since 1929.

International Harvester elects Schumacher executive vice pres.

W. C. Schumacher has been elected an executive vice president and member of the board of directors of International Harvester Co., John L. McCaffrey, chairman of the board, announces. He formerly served as a vice president of the company and executive head of its motor truck division.

Mr. Schumacher has been a member of International Harvester



Quiet as a kitten

**BUILT-IN
WALL
HEATERS
BY
ROYAL**

Wall heaters by ROYAL sell easier because they install easier! They are quiet, with porcelainized inner units and stainless steel baffles to eliminate popping and cracking. Insulated front. No heat blast, just gentle flow of warm air.

- 3 New Models
- Single or Dual Units
- Inputs of
 - 25,000 BTU/hr Single
 - 35,000 BTU/hr Single
 - 50,000 BTU/hr Dual
 - 62,000 BTU/hr Dual
- Furnace Type Blower
- Gentle Warmth

AGA
Approved

MAKERS OF ROYAL GAS HEATERS,
ROYAL CHEF BARBEQUE GRILLS



Model 5762-B

COMBUSTION
CHAMBER
**GUARANTEED
20 YEARS**

CHATTANOOGA ROYAL COMPANY CHATTANOOGA 6, TENNESSEE

Rochester Criterion Gauge Moved to New Home in Dallas

***Better all around service
to LP-Gas industry now
available with new set-up***

As of January 1st this year, all production and sales of the Rochester Criterion LP-Gas Gauge have been turned over to the Gas Equipment Company of Dallas, Texas. There will be no change in present distributors and representatives.

Gas Equipment Company is well situated to provide faster delivery, better service and closer all around attention to the requirements and needs of the LPG industry.

Rochester Manufacturing Company's 25 years experience as pioneer and leader in LPG gauge production, however, will not be lost to the industry as its engineering facilities will still be available to Gas Equipment Company as needed. For that matter, Gas Equipment Company is also well known in the LPG field. Established in 1937, the company has been assembling Criterion Gauges, produced by RMC in Rochester, for several years.



This is the well known Rochester Criterion LP-Gas Gauge which will now be produced for national distribution by the Gas Equipment Company of Dallas, Texas.

The carefully planned shift of manufacturing equipment and all necessary facilities has been accomplished with minimum lost production. There should be no interruption in Criterion delivery schedules.

All inquiries concerning the Rochester Criterion LP-Gas Gauge should now be addressed to: **GAS EQUIPMENT COMPANY, P.O. BOX 566, DALLAS 21, TEXAS.**



Criterion Gauges are available for prompt shipment from: Gas Equipment Co., Inc., Dallas, Tex.—Gas Equipment Supply Co., Atlanta, Ga.—Gas Equipment Co., Denver, Colo.—Empire Brass Mfg. Co., Ltd., London, Ont., Can.—SALES REPRESENTATIVES: Devicengineering, Media, Pa.—Ralph M. Nelson, Cleveland, O.—G. R. Schumann Co., San Francisco, Calif.

LIQUID LEVEL, TEMPERATURE and PRESSURE INSTRUMENTS

ROCHESTER MANUFACTURING COMPANY



17 Rockwood Street, Rochester 10, N. Y.

since 1917. He served as the motor truck division's first sales manager when it was formed in 1944.

A. O. Smith Corp. appoints 11 new vice presidents

The board of directors of the A. O. Smith Corp., at its recent annual meeting in Milwaukee, re-elected all of the company's present officers. In addition, in recognition of the growing importance of a number of key functions, the board named 11 of the company's

executives as new vice presidents.

Four of the new vice presidents will continue to function as members of the management staff, in the following areas: M. E. Morgan, procurement; W. W. Higgins, engineering; S. E. Wolkenheim, marketing; R. F. McGinn, research and development.

There are two new operating vice presidents. They are J. H. Brinker, who has been in charge of Permaglas products at Kankakee, Ill., and will continue in that position; and John S. Randall, who



J. H. Brinker
Permaglas products



S. E. Wolkenheim
Marketing

will be in charge of industrial products.

A. O. Smith has had five regional managers who for several years have represented A. O. Smith in geographical areas. They have been elected commercial vice presidents for their respective areas. They are W. W. Stake, New York, eastern region; George P. Hough, Chicago, midwestern region; L. M. Keating, Houston, southwestern region; Allen O. Dragge, Los Angeles, Pacific Coast region; Walter H. Porth, Milwaukee, in charge of relations outside the United States.

Decker is president of an American-Standard division

Joseph J. Decker has been appointed president of the air conditioning division of American-Standard, Joseph A. Grazier, president of the corporation, announced.

Mr. Decker has been serving as acting president of the division since July 1, 1957.

Prior to becoming acting president of the division, Mr. Decker was assistant to the president of the corporation. Before that he was manager of commercial development. He has been associated with American-Standard since 1934.



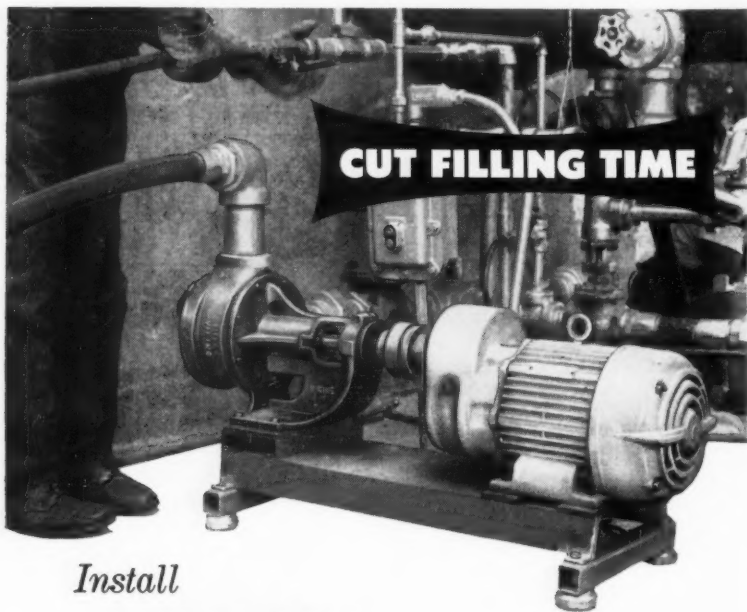
R. A. Sherer
White-Rodgers



J. J. Decker
Amer. Stand.

Sherer promoted to vice president of White-Rodgers

The board of directors of White-Rodgers Co. recently announced the election of Russell A. Sherer to the



Install

VIKING LP Gas Pumps

Be sure of maximum delivery in LP-gas truck filling pumps. Install a series 200U Viking LP-gas pump. Like the installation shown here, a Viking series 220U pump fills an 1800 gallon tank truck in 25 minutes.

In addition, you have the plus value of long, dependable service. Such pumps have delivered millions of gallons of LP-gas without service of any kind.

Then, too, when you select Viking, you have a pump in the size and type for efficient operation. Ten sizes and forty models from which to choose.

Send today for Viking LP-gas pump Catalog HB.

For your safety—all pumps carry this Underwriters marker.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

See our File in Butane-Propane Catalog



Empire helps you scare up big sales

...with the new **HEAT THIEF***
replacement campaign

Here's an exciting new replacement campaign that has *everything* you need to get your share of the big furnace replacement market! Over 7 out of 10 homeowners are prospects for a new Empire heating unit—and the Heat Thief campaign is designed to turn these homeowners into live prospects for *you*! Sell the replacement market all year around... sell the replacement market early in the year... and watch your profits climb! Sell Empire units, and keep 14% to 20% more profit! Contact your Empire representative, or mail the coupon below, for complete details on the new Empire "Heat Thief" replacement campaign.

**a HEAT THIEF is an old, worn-out furnace that robs homeowners of comfort, money, health and convenience.*

Be **FIRST** to tell 'em... **FIRST** to sell 'em

CUT OUT AND MAIL

EMPIRE STOVE CO. • Belleville, Ill.

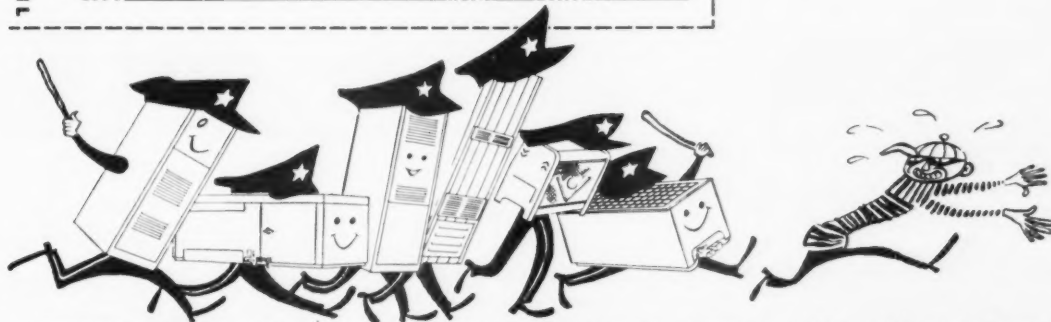
Send me complete information on the new Empire "Heat Thief" Replacement Campaign.



NAME _____

STORE ADDRESS _____

CITY _____ ZONE _____ STATE _____



COUNTER FLOW FURNACES • HORIZONTAL FURNACES • UP-FLOW FURNACES • WALL FURNACES • FLOOR FURNACES • CIRCULATOR HEATERS

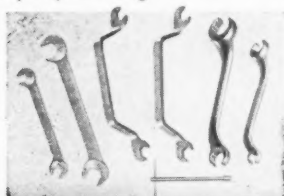
**MODERN
SERVICE
EQUIPMENT**



**FOR
L-P GAS
THE
MODERN FUEL**

G-4109 SERVICEMAN'S WRENCH KIT

FOR FLARED FITTING RANGES—
seven wrenches are packed in
Polyethylene Bag



GRIFFOAM LEAK DETECTOR



SQUEEZE
BOTTLE
APPLICATOR



NO
BRUSH
REQUIRED

AVAILABLE IN PINT & GALLON CANS

G-4046 OVEN TESTING PYROMETER



The modern,
fast method for
checking OVEN
TEMPERATURES

Also perfect
for checking
Flue Temperatures

CONVERSION ORIFICES AND TOOLS



Many other special
items available in-
cluding Cylinder &
Appliance Hand Trucks

WRITE FOR COMPLETE CATALOG

THE E. F. GRIFFITHS CO.

PHILA.44,

PENNA

CALENDAR

Coming events
in the Industry

1958

January 31—Natural Gasoline Association of America, Oklahoma Regional Meeting—Skirvin Hotel, Oklahoma City, Okla.

February 17-19—Northeast LPGA District Convention and Trade Show—Sheraton Park Hotel, Washington, D. C.

February 25-27—Fourth Annual L. P. Gas Management School—Sponsored by the Wisconsin LPGA and the Management Schools of the University of Wisconsin, Madison, Wisc.

February 28—Natural Gasoline Association of America Permian Basin Regional Meeting—Lincoln Hotel, Odessa, Texas.

March 3-5—Mountain States L. P. Gas Carburetion School—Colorado State University, Fort Collins, Colo.

March 6—Illinois LPGA Convention—St. Nicholas Hotel, Springfield, Ill.

March 9-11—Indiana LPGA Trade Show and Convention—Claypool Hotel, Indianapolis, Ind.

March 23-25—Ohio LPGA Annual Convention—Deshler Hilton Hotel, Columbus, Ohio.

March 24-26—Southeastern District LPGA Convention and Trade Show—Atlanta-Biltmore Hotel, Atlanta, Ga.

March 28-29—Northwest LPGA District 11th Annual Convention—Winthrop Hotel, Tacoma, Wash.

April 16-18—Eastern Canadian District LPGA Annual Convention and Trade Show—Sheraton-Mt. Royal Hotel, Montreal, Canada.

April 16-18—Natural Gasoline Association of America, Annual Convention—Baker Hotel and Adolphus Hotel, Dallas, Texas.

April 16-19—Western Liquid Gas Association Convention—Fresno Hacienda, Fresno, Calif.

April 20-21—Kansas LPGA Annual Convention—Broadview Hotel, Wichita, Kansas.

May 4-7—LPGA National Convention and Trade Show—Conrad Hilton Hotel, Chicago, Ill.

June 8-10—Arkansas LPGA Annual Convention—La Fayette Hotel, Little Rock, Ark.

July 13, 15—Tennessee L. P. Gas Dealers Annual Convention—Hotel Claridge, Memphis, Tenn.

All associations are invited to send in dates of their forthcoming meetings for this calendar.

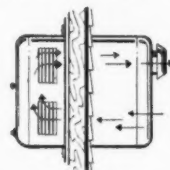
**5 REASONS WHY
CUSTOMERS BUY**

**SUBURBAN NOVENT
and
DYNAVENT**

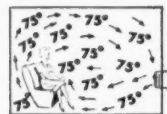
GAS HEATERS



Saves up to 30% in fuel costs



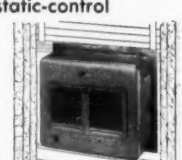
Completely vented without flue
or chimney



Forced-air circulation for even
heat, floor to ceiling



Automatic heat with "built-in"
thermostatic-control



Easily installed in window or wall

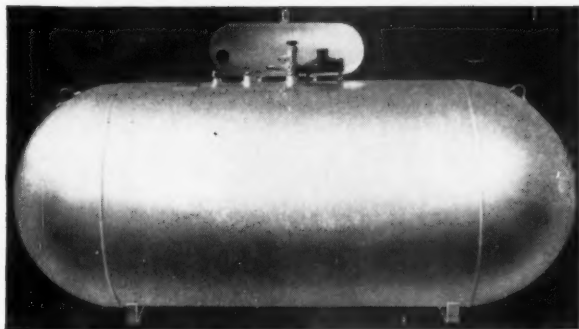
Available in 35,000 and 45,000
BTU models. Approved by AGA,
Leading Utility and LP-Gas
Marketers.

SUBURBAN APPLIANCE COMPANY
Whippany, New Jersey
Tucker 7-0500

BUTANE-PROPANE News.

*Quality construction guarantees
long, dependable service!*

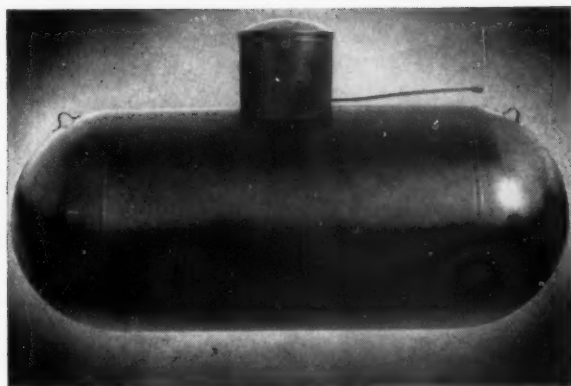
**Charlotte D-Hydrated
BUTANE & PROPANE
Systems**



Charlotte's complete systems are quality-built for maximum service with minimum maintenance.

All systems have full Underwriters' approval and are constructed to the exacting specifications of the ASME Codes.

Close-fitting, easily-operated hinged metal hoods permit quick servicing and provide maximum protection for accessories.



Systems are delivered complete, ready for service. A wide range of sizes is available.

The quality construction of Charlotte D-Hydrated butane and propane systems is your guarantee of long, dependable service . . . and the Charlotte Tank Corporation is your assurance of a dependable source of supply.

Write today for full details and prices.

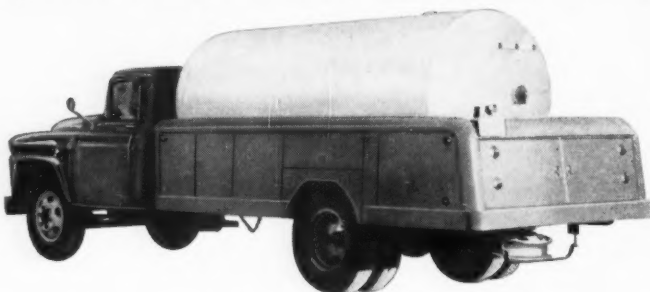


CHARLOTTE TANK CORPORATION

P. O. BOX 8037, Charlotte 8, N. C.

Keep Working Capital Available

Lease Your LPG Tank Trucks



Standard equipped LPG Tank Trucks—1200, 1400, 1600, 1800 and 2000 gal. capacity; fully inspected (including X-Ray) and approved by National Board.

All sizes built on New 1958 Model GMC chassis.

Low monthly lease cost starts at less

than \$239 FOB Kansas City, plus insurance. Minimum three year contract. Latest, up-to-the-minute equipment provided for fast, safe handling. Servicing and safety equipment meets all state and local regulations.

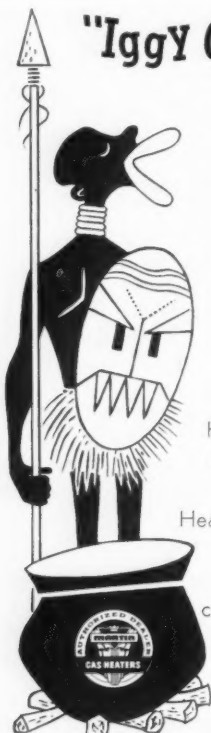
Prompt delivery if you act now. Three shipping points assure quick service, Kansas City, Tulsa, and Sacramento.

Write, phone or wire collect

LPG TRUCK LEASING, INC.

Sacramento, Calif.
1820 "D" Street
Dept. I-58
Phone: Gilbert 3-5928
TWX: SC 65

Kansas City, Mo.
1920 McGee Trafficway
Dept. I-58
Phone: Harrison 1-4460
TWX: KC 255



"Iggy Oogle Woo"— meaning
"AMERICANS NOW HAVE

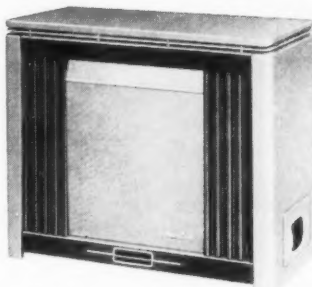
Welcome Warmth"

thanks
to

Martin
Gas Heaters

9 Vented
Heaters 15,000
to 85,000 BTU
25 Unvented
Heaters 10,000 to
50,000 BTU

Send for new
catalog showing
complete
Martin Line
and dealer
aids.



All A.G.A. Approved
for natural, liquefied
or manufacturers' gases

MARTIN STAMPING & STOVE CO., Huntsville, Ala.

position of vice president. Mr. Sherer, previously sales manager of the company, will continue to direct all sales activities in addition to his new executive duties.

Mr. Sherer became affiliated with White-Rodgers in 1943 after extensive experience in sales and sales management. Prior to assumption of his sales managerial duties in 1953, Mr. Sherer had responsibility for the company activities in the Chicago region.

Burmeister named Weatherhead financial vice president

Lester E. Burmeister has been named financial vice president of the Weatherhead Co., according to an announcement by Albert J. Weatherhead, Jr., president. Mr. Burmeister comes to Weatherhead from Booz-Allen & Hamilton, management consultants, where he has acted as partner since 1953.

Mr. Burmeister will headquarter at the executive offices of the parent corporation in Cleveland.



L. E. Burmeister
Weatherhead



B. H. Hamilton
Beacon

Beacon names Hamilton assistant secretary-treasurer

Ben H. Hamilton has been appointed assistant secretary and treasurer of Beacon Petroleum, Southern Gas & Fuel, Progas Co., and Cornbelt Propane Gas Co. The announcement was made by Jerry Ferroe and Bob Bolinger of Beacon.

Mr. Hamilton assumed his duties on December 1 at the Tulsa offices in the Philtower Bldg. He has had over ten years' experience in the L. P. gas industry.

Two named to new positions in Janitrol reorganization

A reorganization of the sales section of the Janitrol heating and air conditioning division of Surface Combustion Corp. has been announced by H. C. Gurney, general sales manager of the division. Named to new positions are C. C. Owen as national field sales man-



L. W. Sutherland
Product planning



C. C. Owen
Field sales

ager and L. W. Sutherland as manager of product planning and engineering services.

Mr. Owen will be responsible for the direction, development and supervision of the Janitrol field sales organization; the administration in the field of marketing and distribution policies, quotas and budgets; and implementation in the field of sales and merchandising programs.

The field engineering services group has been transferred from the engineering section to the sales section, under the direction of Mr. Sutherland. He will have the primary responsibility for guiding the product line planning, and direction of the engineering services group and product application department.

Carburetion salesman for J & S is B. D. Haynes

B. D. Haynes has joined J & S Carburetor Co. of Dallas as an L. P. gas carburetion salesman.

Mr. Haynes sold J & S equipment for two years for a distributor in Texas. He plans to work the East Coast extensively next spring, lining up new J & S dealers and distributors, and from Pennsylvania north next summer.



B. D. Haynes
J & S

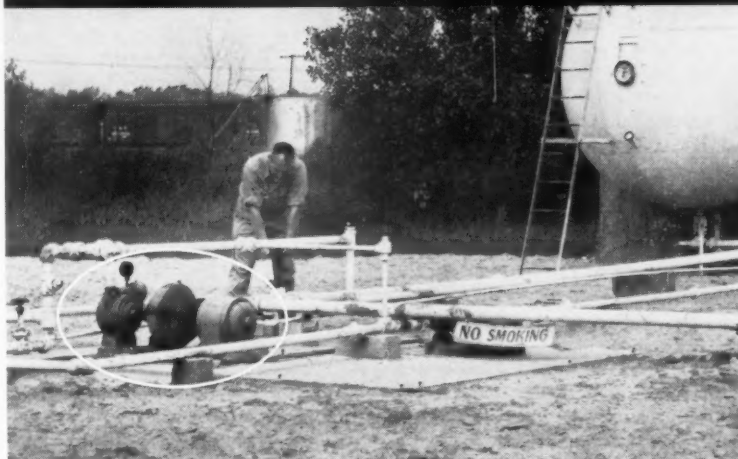


C. C. Martin
Holly-General

Martin is advertising and sales promotion head of Holly-General

Charles C. Martin has been appointed manager of advertising and sales promotion, according to an announcement by W. J. Keegan,

RUGGED, DEPENDABLE BLACKMER ROTARY PUMPS



- setting new records of performance in bulk plant and truck pump service

The outstanding performance of Blackmer pumps in liquefied gas applications is evidence of the value of Blackmer quality. Meeting the highest standards of design and construction, Blackmer pumps give a bonus of efficiency, trouble-free service and safety.

HEAVY-DUTY ANTI-FRICTION BEARINGS located on both sides of the rotor and completely isolated from the pumpage.

CARTRIDGE-TYPE MECHANICAL SEALS located on both sides of the rotor to control shaft leakage and protect the bearings from pumpage. Easy to replace. Require no adjustment after installation.

SLIDING VANES which are "self-adjusting for wear" to maintain high efficiency over long periods of service.

Listed by Underwriters' Laboratories, Inc.



"liquid materials handling"® equipment

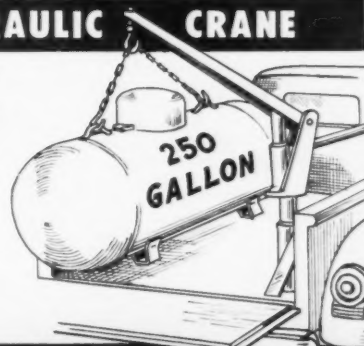
BLACKMER

INDUSTRIAL, HAND AND TRUCK PUMPS, STRAINERS, PRESSURE CONTROL VALVES
BLACKMER PUMP COMPANY, GRAND RAPIDS 9, MICHIGAN
DIVISION SALES OFFICES
NEW YORK • ATLANTA • CHICAGO • GRAND RAPIDS • DALLAS • WASHINGTON • SAN FRANCISCO
See Yellow pages for your local sales representative

1000# LUTHER HYDRAULIC CRANE

Your driver ALONE can load and unload large tanks with ease

- Extra Heavy Duty welded steel construction.
- Fits low on the truck out of the way when not in use.
- Full 360° rotation.
- Easily installed by any welder, garage or your mechanic.
- Discounts to Jobbers and Dealers.
- Crane truck mount and chain \$80.00 f.o.b. Pasadena, Calif. Money back guarantee.



Luther Engineering & Mfg. Co. • 6 ESTHER ST., PASADENA, CALIF.

president of Holly-General Co., a division of the Siegler Corp.

Mr. Martin's appointment is the first step in the initiation of an expanded sales promotion campaign, according to Mr. Keegan.

Mr. Martin brings to his new post more than 20 years' experience in marketing, sales management and advertising in the heating, plumbing and air conditioning field.

His offices will be located in Holly-General's Pasadena plant, but he will have responsibility for promotional activities of products from all Holly-General plants.

Du Mont names two to its field management team

The appointment of a southern and midwestern regional sales manager for Du Mont's 2-way radio communications operation is announced by Joseph A. Ricca, product manager of the mobile communications department, Allen B. Du Mont Laboratories Inc.

Joining with William M. Cagney, previously announced eastern manager, the two appointees—Rondal L. Miller for the south and Howard Larsen for the midwest—make up three-fourths of a new regional

sales management team responsible for direction and planning of field sales and distribution of the company's 2-way radio equipment. To date, 34 states are covered by regional sales managers for the operation.

Prior to joining Du Mont, Mr. Miller was zone manager for four years in Kentucky and Tennessee areas for Motorola Communications & Electronics Inc. Mr. Larsen was an electronic parts distributor in Chicago from 1947 to 1956.

Crane Co. names Burley head of purchasing and traffic

The election of George F. Burley as vice president for purchasing and traffic of Crane Co. is announced by Neele E. Stearns, president.

The new Crane vice president succeeds Lucien W. Moore who resigned because of ill health after 35 years of service.

Mr. Burley most recently was director of purchases for Warwick Manufacturing Co., Chicago, producer of television and radio sets, record players and tape recorders. His responsibilities there included direction of all traffic activities in addition to purchasing. Prior to that, he served as manager, raw materials purchasing, at Hotpoint Inc., Chicago, appliance manufacturer, and as director, transportation and supply, with Lustron Corp., Columbus, Ohio, maker of factory produced homes.

Hotes will represent Utility in the Los Angeles area

Appointment of Douglas Hotes as Los Angeles area sales representative for Utility Appliance Corp. and its Gaffers & Sattler contract division is announced by John L. Hall, southern California sales manager.

Mr. Hotes is a member of the FHA-VA Code Committee and the Los Angeles City Heating & Air Conditioning Code Committee.

Tuloma opens sales offices in Iowa and Minnesota

Tuloma Gas Products Co. has opened sales offices in Des Moines, Iowa, and Moorhead, Minn., it is announced by W. R. Thorne, manager of sales.

Donald R. Schoeneman is the company's sales representative in

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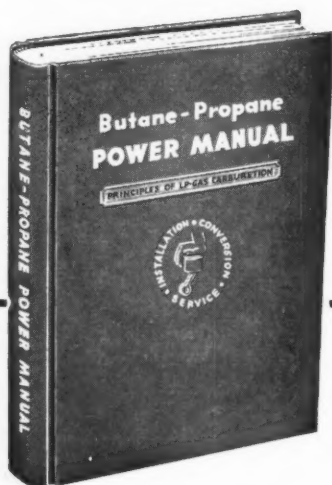
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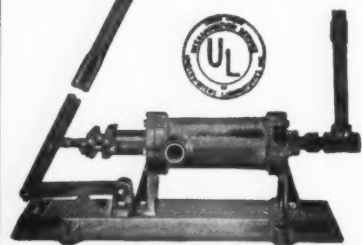
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Des Moines and Wesley J. Preble is the Tuloma representative in Moorhead.

The new offices will headquarter industrial and domestic L. P. gas marketing operations in the north central and midwestern states.

Woodall is purchasing agent for Beaird Midwest division

Sidney W. Woodall has been promoted to purchasing agent for the new Midwest division of the J. B. Beaird Co., Inc. and has moved to the new plant in Clinton, Iowa, R. L. Runner, director of purchases, announced recently.

Associated with Beaird since 1952, Mr. Woodall advanced from general buyer at Beaird's general offices in Shreveport. In his new position, he will make all purchases for the Midwest facility, which at the present time is concentrating its production on L. P. gas systems.



S. W. Woodall
Beaird



P. H. Luckett
Rockwell

Rockwell's Luckett becomes assistant products manager

Pat H. Luckett, sales manager of Rockwell Manufacturing Co.'s instrument division, Tulsa, Okla., has been promoted to assistant product manager-gas products for the company's meter and valve division with headquarters in Pittsburgh.

Announcing the promotion, Donald C. Morgan, assistant vice president and product manager-gas products, also revealed that the instrument division sales and service groups and products became part of the nationwide gas products sales setup in the meter and valve division Dec. 1, 1957.

Marrs and Jones named in Motorola sales expansion

Homer L. Marrs has been appointed vice president and operations manager of Motorola Communications & Electronics Inc. Harold A. Jones, former staff director of sales, has been elected

to succeed Mr. Marrs as vice president and midwestern area sales manager.

As part of his new responsibilities, Mr. Marrs will manage the nationwide sales engineering activities of the Motorola Communications product line. He joined Motorola in 1938 and became a regional sales manager in 1945.

Mr. Jones, who has been with Motorola for 11 years, held positions in development and systems engineering, advertising and sales promotion and, more recently, in sales-engineering management. He has held the position of staff director of sales for the last two years.

Johnswold and Jenkins join Pure Oil's wholesale operation

Carl R. Johnswold became general manager of wholesale marketing operations for the Pure Oil Co. on January 1. The announcement was made by G. W. Sanders, assistant vice president of wholesale marketing.

Also announced is the appointment of Theodore R. Jenkins to the position of sales manager, wholesale operations.

Yale names Lichty Northwest district sales manager

George C. Lichty has been appointed northwestern district sales manager for Yale lift trucks by Clyde R. Dean, Jr., general sales manager, Yale materials handling division, the Yale & Towne Manufacturing Co.

In his new post, Mr. Lichty will be in charge of Yale representative activities in Oregon, Washington, Idaho, Montana and the Canadian Provinces of Vancouver, British Columbia and Alberta.

Since 1942, the new Yale district manager had held a number of executive positions in the industrial truck industry. His experience includes production, engineering, service engineering, sales and sales management.

Peters is Ruud's factory sales representative for Michigan

Fred Peters, formerly manager of planning and controls for Ruud Manufacturing Co., has been appointed the firm's factory sales representative for eastern Michigan with headquarters in Kalamazoo.

Mr. Peters has been in the gas water heater business since 1919, when he joined the Pittsburgh Water Heater Co. In 1938, he joined Rudd's West Virginia sales force, later becoming district manager for that area.

Walworth appoints Leo Conway assistant division manager

Appointment of Leo I. S. Conway as assistant manager of the metropolitan division has been announced by the Walworth Co. The company's metropolitan division includes an area of 50 mile radius from New York City, with headquarters in Harrison, N. J.

Mr. Conway joined Walworth in 1954 as a salesman in the Manhattan, N. Y., area. He previously served with the Lehigh Navigation Coal Co. as industrial salesman.

Robert T. Campion named secretary of Siegler

Robert T. Campion has been named secretary of the Siegler Corp., it is announced by John G. Brooks, president.

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SEAL

cago office of Alexander Grant & Co., nationwide firm of certified public accountants, Mr. Campion will be headquartered in the executive offices of Siegler in Anaheim, Calif.

He is a member of the American Institute of Certified Public Accountants as well as the Illinois Society of CPAs.

Sparks is promoted to director of marketing for RCA Whirlpool

The appointment of Jack D. Sparks to the position of director of marketing for RCA Whirlpool home appliances and Estate ranges, is announced by John L. Bricker, vice president of Whirlpool Corp.

Formerly general manager of the laundry division, Mr. Sparks in his new post will be responsible for the complete merchandising program, including sales, advertising, merchandising, market research and sales training.

New Downingtown sales office will be headed by Baumler

Donald F. Baumler has been appointed district sales manager of the new Downingtown Iron Works sales office in Buffalo, N. Y., accord-

ing to an announcement by E. C. Ashton, sales manager.

Mr. Baumler will handle Downingtown steel and alloy plate fabrication and heat exchanger sales in the company's Buffalo territory, comprising New York State, Ohio, West Virginia, western Pennsylvania, eastern Kentucky and Tennessee.



D. F. Baumler
Downingtown



J. M. Starke
Mission

Starke named general manager of Mission Appliance Corp.

James M. Starke has been named general manager of Mission Appliance Corp. The announcement was made by Ben B. Breslow, president of Mission and its parent company, Utility Appliance Corp.

Mission recently announced expansion of its plant at Hawthorne to 220,000 sq ft. Mr. Starke came up from the ranks after joining the company in 1956 as a dispatcher in material control department.

Admiral Radford is elected to Worthington's board

Admiral Arthur W. Radford, former chairman of the Joint Chiefs of Staff, was elected a member of the board of directors of Worthington Corp.

Admiral Radford recently retired from the Navy after 45 years of distinguished service. He was first appointed chairman of the Joint Chiefs of Staff in 1953, and re-appointed for a second term in 1955.

Roy G. Thrash

Roy G. Thrash, 63, president of the Arkansas Butane Dealers Association, died Nov. 22, 1957, of a heart attack.

Mr. Thrash was a resident of Hope, Ark., for 19 years. He was director of Tel-E-Tex Oil Co., director of the First National Bank and a deacon and treasurer of Garrett Memorial Baptist Church.



ASSOCIATIONS

Minnesota Association changes its name

At the November meeting of the Minnesota Petroleum Gas Association the organization's name was changed to Minnesota Liquefied Petroleum Gas Association to better reflect the true function of the association and to identify it with the national association and to become better positioned to take advantage of over-all industry advertising and unity programs.

Newly elected as president was R. C. Schuerman, Skelgas Co., Minneapolis. Emmett Nystrom, Nystrom Shellane Service Co., Worthington, was named 1st vice president, while the 2nd vice presidency went to Calvin E. Forbes, King Gas Co., Osseo. Richard J. Werner, Suburban Gas Inc., South St. Paul, was reelected secretary-treasurer.

Directors elected were T. M. Byrnes, manufacturer's representative; Ed Kehret, Rural Gas Service; George Bubar, Northwest Hydrogas Co.; and D. A. Larson, United Petroleum Gas Co.

William L. Hayes, Montana-Dakotas Utilities Co., was the luncheon speaker. He talked on the necessity of greater sales effort and better customer education through better trained salesmen.

The growth and future of the industry was covered by V. A. Schriver, Cities Service Oil Co.

John D. Stone heads New England LPGA

John D. Stone, Gas Inc., Lowell, Mass., became the new president of the LPGA of New England at its annual meeting last fall, held at the Somerset hotel in Boston.

Other officers elected are Henry Merrill, Brattleboro, Vt., 1st vice president; Alfred Thomas, Caribou, Maine, 2nd vice president; W. A. Sanford, Lexington, Mass., treasurer; Ray B. Murray, Stockbridge, Mass., secretary. Louis S. Davis is the executive secretary of the group.

Regional directors elected are Alfred Thomas, Harvard E. Reynolds, Elmer Ring, Wayne C. Shosa, John A. Cafasso, A. J. Ste-

vens, Bernard S. Young, Sterling Nelson, John S. McGoohan, William J. Reynolds, Robert E. Tucker, Lee R. Schlossberg, and Irving Patterson. The director-at-large is William F. Holmes.

Outgoing president Holmes found 100 members awaiting the rap of his gavel and the beginning

of the meeting which proved to be the largest the association has held to date. The principal speakers were Talmage Lovelady, Pete Dyer, and Ray Murray.

Important features of the meeting were three panel sessions, the first covering meters, installation costs, radio communication, and load balancing, and headed by Howard Rowan. The marketing panel was chairmaned by Brad Fox and covered CP ranges and floor displays. George Kelley headed the panel on operations. Ray Murray and Jim MacDonald



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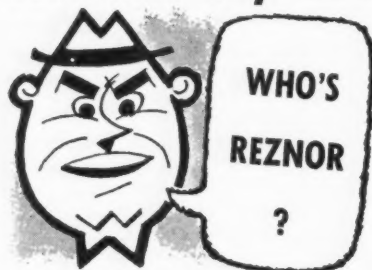
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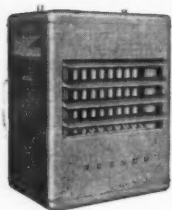
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Reznor is by far the world's largest-selling gas unit heater. Nearly as many Reznor heaters are sold and installed

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Reznor is the leader in gas heater engineering—consistently the first with new developments for better unit heating. Automatic two-speed fan control and completely enclosed controls are only two of many features now available only on Reznor heaters.

Reznor specializes in gas unit heaters . . . there's no division of attention or interest . . . everything is concentrated on the development and production of gas heaters that will be easier for you to sell and install and better for your customers.

Frankly, we don't believe you'll ever find many customers asking "who's Reznor". If they know unit heaters at all, they know that Reznor is the overwhelming favorite among architects and engineers . . . and among businessmen who want efficient, economical heating. That's one of the biggest reasons why Reznor is the gas unit heater you can sell most easily . . . and most profitably.

For the complete story, just call your nearby Reznor distributor. You'll find him listed under "Heaters-Unit" in the Yellow Pages.



Reznor Manufacturing Co., 4 Union St., Mercer, Pa.

handled the social hour which was provided by more than 30 manufacturers, suppliers, equipment and appliance men. The general theme of the meeting was, "Profit Opportunities Unlimited—for the Dealers."

Executive Secretary Davis emphasized the importance of the Northeast Trade Show which will be held in Washington, D. C., February 17-19 at the Sheraton-Park hotel.

Three committee chairmen were appointed by the new president and others will be named later. Those announced are Lou Wenzel, educational; George Kelley, legislative, and Edward M. Johnson, safety.

AGA names Abbott to its Washington staff

Seward Abbott, previously with Servel Inc. for 31 years, has been named to the Washington staff of the AGA. He will serve as utilization engineer, a new position in the Washington office, to provide information and advisory services for Federal departments and bureaus.

Mr. Abbott was a regional manager for Servel for 21 years, representing the company for the past 11 years on the Pacific coast in San Francisco after 10 years as southwest regional manager with headquarters in Dallas. Earlier he was district manager in Washington for nine years.

Ohio association adopts advertising character

The copyrighted advertising character called, "Friendly Flame," has been adopted by the Ohio LPGA so that its members may use this figure on their displays, bulletins, booklets, and office forms.

Ohio is said to be the third state association to take similar action. Others are the Kentucky and Pennsylvania groups.

NE LPGA meets Feb. 17-19 in Washington, D. C.

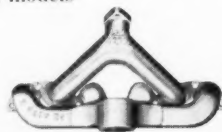
"Opportunities Unlimited" will be the theme for the 4th annual convention and trade show of the Northeastern Liquefied Petroleum Gas Association when it meets in Washington, D. C., on February

**for long wear
low vibration
fast pick-up
convert JOHN DEERE tractors
with
JOHNSON
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LP conversions of John Deere and MM-"U" tractors result in more power and performance with Johnson Vanasil Pistons. Newly patented Vanasil amazingly combines the hardness of cast iron with the lightness of aluminum. Precision Johnson machining and engine "know-how" keeps pistons snug without sticking. Tractor vibration is kept *low . . . stalling eliminated . . . pick-up increased.*

For John Deere A, G, "50", "60" and "70" . . . also Minneapolis-Moline "U". Johnson Aluminum Pistons are available for John Deere A, B, D, G and H models



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Taken at the Wisconsin LPGA convention on Dec. 3, 1957 was this picture of (left to right) Burnie Eddings, Five Star Gas Co., past president; Lee Barker, City Gas Service, 1st president of the Wisconsin LPGA; and his son, Miles Barker, newly elected president. The convention was held at the East Side Business Men's Association Club House in Madison.

17-19. The Sheraton Park hotel will be headquarters and there will be a trade show in addition to the regular convention. Registrations start on Sunday, February 16.

The selection of Washington for the convention again was in response to requests of many association members who attended the last convention in the same location.

North Dakota dealers find zoning state brings unity

North Dakota dealers are pleased with the results which were brought about by zoning the state into four districts. Those who attended showed enthusiasm. They found it easier to discuss problems at district meetings than at a general convention and therefore a closer unity was felt by all dealers.

At meetings just completed an educational program which consisted of a controls school conducted by Jack Guenther of Robertshaw-Fulton Controls Co. was included. Total attendance for the four schools was 84.

Appliance men given look at the future

"Executives Horizons for 1958" was the general theme adopted for the December meeting of the Insti-

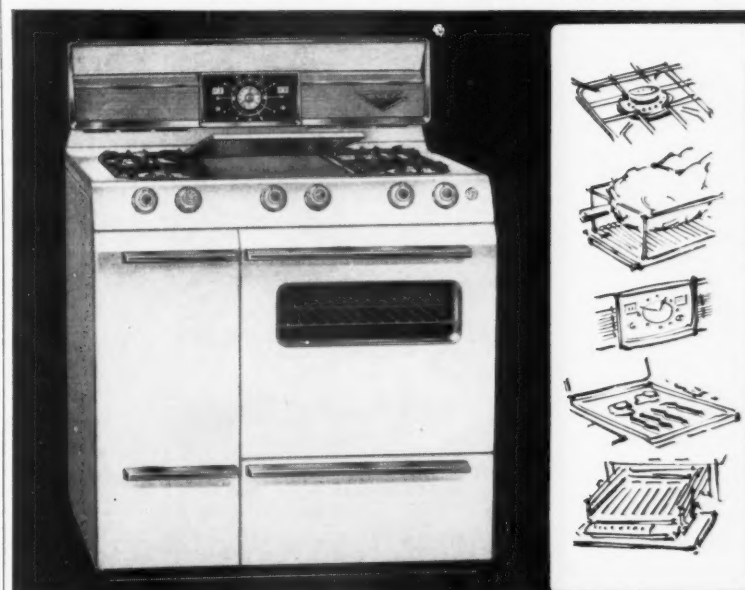
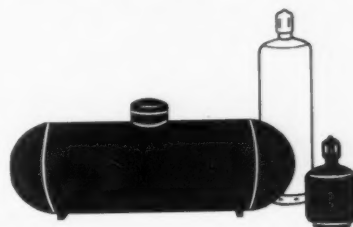
tute of Appliance Manufacturers in Washington, D. C. at the Shoreham hotel.

Attendants heard talks covering subjects from strategic politics to better methods of merchandising a kitchen range.

Speakers included Paul Wooton and four professors from Ohio State University—Dr. Clifford L. James, who talked on "The Economic Environment"; Dr. Michael J. Jucius on "Management of the Human Factor," and assisted by John F. Lane, a Washington attorney. Dr. John K. Pfahl on "Fi-

nancial Management," and Dr. William R. Davidson who discussed "Marketing Management."

Samuel Dunckel is managing director of the Institute.



Sell the range that sells the market... the featureful 1958 Dixie

Dixie Gas Ranges have the styling and eye-appeal that attract "lookers"... the construction, features and price tag to turn them into "buyers."

Double-oven convenience of the Dixiemaster 300, Giant Greaseless Griddle and Automatic Top Burner Heat Control are only a few of the many features that sell Dixie... at a modest price to the customer... and a high mark-up to you.

There's a range to fit every kitchen — every budget — in the 1958 Dixie line. Don't miss these sales. Stock the range that sells the market — Dixie Automatic Gas Ranges.

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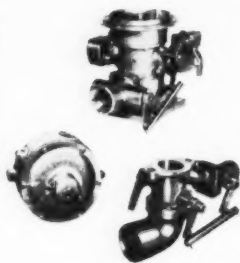
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CENTURY

means business this year!

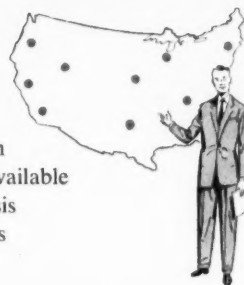
new products!

Many new developments will be announced soon as a result of our new and larger research and development facilities at Decatur, Illinois.



closer factory service!

Century's carburetion specialists are now available on a nation-wide basis to help you with sales and service.



...for Century LP-Gas dealers!

MORE AND MORE DEALERS are discovering that Century, as part of the Borg-Warner team, offers the greatest opportunity in the LP-Gas industry. Many dealers, who in the past sold only appliances, now have discovered the vast sales potential and big profits made available thru sales of carburetors and LP-Gas as a motor fuel.

Yes, Century means business this year for every LP-Gas dealer who will let us show him how Century carburetion assures customer satisfaction...how Century makes it easy to select the right equipment...how Century provides factory trained help for sales and service problems.

Get set for more business this year. Guarantee your share of the big LP-Gas motor fuel market; write today for complete information.

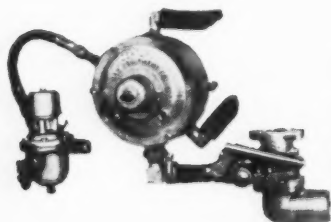
new dealer benefits!

Century dealers get the advantages of national advertising...dealer sales aids...factory sales and service schools...and technical field service.



Century's years ahead carburetion is simple and compact in design for easy installation and trouble-free performance. The Century metering valve carburetor requires only tune up adjustment—you set it! Seal it! And forget it!

For customer satisfaction, demand the dependability of a complete carburetion system—install Century.



CENTURY

LP-GAS CARBURETION



Century Gas Equipment
Marvel-Schebler Products Division, Borg-Warner Corp.
625 Southside Drive, Decatur, Illinois



Butane, Propane

POWER

CARBURETION • INSTALLATION
• SERVICING

RIGHT ON THE WATERFRONT

Warehouse-trucking operation finds propane ideal in 7 ways

By MARTIN A. BROWER • Associate Editor

The chief mechanic of this warehouse and trucking operation was a gasoline man from the word go. But the president ordered conversion of the truck tractors, pickups, and forklifts to propane. After two years, as the president expected, the chief mechanic has become the biggest propane power booster in the area. Seven big advantages are listed as the reasons. And the fuel savings alone paid for the



Ross A. Blemling, president, West Coast Warehouse Corp., Long Beach, Calif., points to the propane tank on his new factory-equipped truck tractor. It is one of a fleet of trucks and fork lifts West Coast operates on LPG.



WESTERN TANK QUALITY

Has been proven by
the many WESTERN
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JUSTO, the tank that fits every
pickup made.



Fully-Illustrated, Installation
Catalog . . .
and weekly stock lists are available
from your Western Distributor —
Write for his name & address.

cost of conversion in 10 months.
Safe? The storage is located
right on Pier A in Long Beach
(Calif.) Harbor with the full
blessings of three agencies.

CHESTER FEES, dyed-in-the-
wool gasoline engine advo-
cate and chief mechanic for West
Coast Warehouse Corp., Long
Beach, Calif., sang the blues two
years ago when his boss, West

Coast's president Ross A. Bleming,
ordered the company's truck and
fork lift fleet converted to pro-
pane.

Mechanic Fees could see no rea-
son for the conversion from gaso-
line to LPG.

Now he's singing a different
tune.

He has no carburetors to clean.
He has no fuel pumps to repair
and replace.



No more fumes inside railroad box cars now that West Coast's eight fork lifts are on
propane. And, according to warehouse officials, fueling is a breeze.



President Bleming points to the special mounts designed and built by his company for
the fork lift trucks. Cylinders are held securely in place, yet can be speedily changed.

Oil changes are less frequent.
Mileage between overhauls looks as if it will be far greater.

Fueling is easier and safer, and pilferage has stopped.

Fork lift drivers have stopped complaining about fumes.

The monthly fuel bill runs \$600 to \$700 lower.

And President Bleming is looking forward to even greater savings in the years to come. He states that every new piece of equipment his firm acquires will be factory-equipped for LPG if bought new, or converted if bought used.

West Coast's president is a long-time booster for propane power because of an irrigation pump on his Hemet, Calif., alfalfa farm. He had the pump converted from gasoline to LPG a few years ago and was so pleased with the results that he asked Petrolane Gas Service, Inc., Long Beach, to convert his entire fleet of seven truck tractors with double trailers, four truck tractors with semi-trailers, four stake trucks, three pickup trucks, and eight fork lifts. The trucks include Whites, GMCs, Internationals, Fords, Chevrolets, and a Dodge. Fork lifts are Clarks and Towmotors.

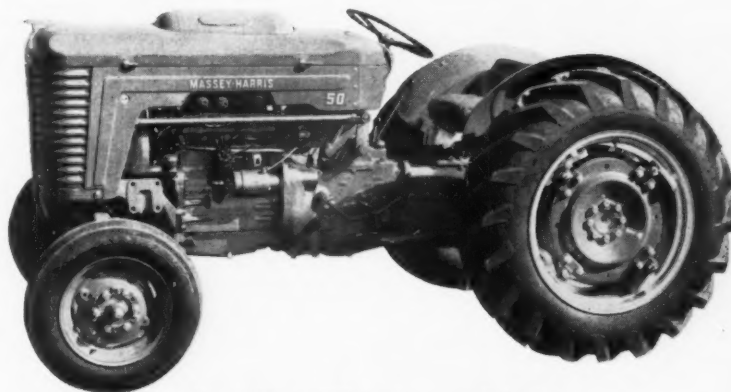
The entire conversion paid for itself through fuel savings alone in 10 months.

Newest addition to the West Coast fleet is Mr. Bleming's pride and joy, a factory-equipped White truck tractor which pulls two 22 ft trailers. The new truck, and all of the converted trucks and fork lifts, have Century LPG carburetion. (Petrolane is a Century distributor.)

West Coast Warehouse Corp. is located on Pier A right in the midst of Long Beach Harbor which adjoins the Los Angeles Harbor. It is a public commercial warehouse and its truck fleet is a common carrier. Most of West Coast's business involves warehousing of imported goods and delivery of the goods from the waterfront warehouse to points within a 100 mile radius from the harbor. The warehouse usually stores about 30,000 tons of goods. The West Coast trucking fleet, which is for

IN STOCK!

tanks from SANTA FE STEEL, inc.



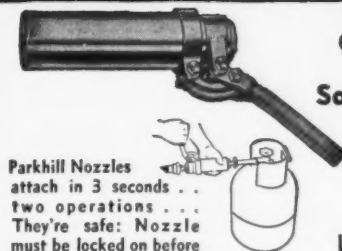
Massey-Harris "50" tractor converted using Santa Fe Cat. No. H-6 Tank (19 Gal. W. C.)

HUNDREDS OF FRESH, new 1957 LP-Gas tractor tanks are available from stock when you order from Santa Fe Steel, Inc. All popular models of Santa Fe's famous "Custom-Built" tanks can now be shipped immediately, saving you costly delays or lost sales.

That's just one reason for Santa Fe's leadership. The H-6 tank, pictured here, shows many more. Low positioning, unsurpassed visibility, fast refueling and easy installation are all features that assure

satisfaction for your customers and added profits for you.

All of these important added advantages are built into every model in Santa Fe's "Custom-Built" line of LP-Gas tanks for tractors, trucks and taxis. Write or wire today for prices, complete specifications and stock list from Santa Fe Steel, Inc. (formerly Santa Fe Engineering & Equipment Co.), P. O. Box 587, or phone us at Diamond 3-8169, Tulsa, Oklahoma.



Parkhill Nozzles attach in 3 seconds... two operations... They're safe: Nozzle must be locked on before fuel can discharge. Upon release gas escapes away from hands...

No Cold Burns!



Safety Hose Nozzles

- QUICKER FILLING
- SAFER OPERATION
- LOW MAINTENANCE

Write for Information

PARKHILL-WADE

2264 Huntington Drive, San Marino, Calif.

hire whether the warehouse facilities are used or not, delivers about 50,000 tons of goods per year for more than 250 different accounts.

Delivering in and around greater Los Angeles, the trucks are subjected to heavy traffic.

No newcomer to the trucking business, Mr. Bleming began operating a trucking fleet in 1932 and began warehousing in 1941. He is only sorry that he didn't convert to LPG long before he made the decision to do so, two years ago. When the decision came, however, he plunged in with both feet, converting the entire fleet except for one old fork lift and an old pick up truck. Even the old fork lift will be converted in the next few weeks, however. Basing his decision solely on his experience with his irrigation engine, an International, he conducted no tests on his fleet before changing over.

Conversions were done by Petrolane both at its own Long Beach shops and at the West Coast

Warehouse shop on Pier A. It was through watching and helping with these conversions that West Coast chief mechanic Fees became acquainted with LPG carburetion. Fees converted the last vehicles himself.

Engine compression was not raised at the time of the conversions. Instead, only the carburetion was changed with the idea that high dome pistons and hard valve seats would be put in at the time of the normal overhaul.

Minor valve trouble—which was fully expected—did arise until the rebuilding took place, but the rebuilt engines are functioning perfectly.

Because compression was not raised at the time of conversion, conversion cost was lower and engines were out of service for a shorter time. Truck conversions averaged \$230 with one fuel tank and \$300 with two tanks. Two tanks are used only on the trucks which make longer hauls. Fork lift conversions averaged about \$180 each.

Mr. Bleming emphasizes that most of the trouble which some people are quick to blame on propane can nearly always be traced to some mechanical engine problem that has nothing to do with the fuel itself.

One truck in his fleet, with a normally high compression ratio, operated fine on LPG until the high dome pistons were installed. Then trouble began. Mechanic Fees, at that time not yet won over to LPG, insisted that propane was to blame and that the truck should be converted back to gasoline. Mr. Bleming called in a Petrolane carburetion man who went over the entire system and found that one of the new pistons had twice as high a dome as was ordered. The wrong size piston was replaced and the engine now operates beautifully.

Another time, a water filter was added to one of the trucks. Soon after, the regulator began to freeze up and again propane was cited as the culprit. Mr. Bleming reasoned that the engine ran fine on propane before the filter was added, so the water system had to be to blame. Sure enough, a check showed an obstruction in the water hose. This was cleared and freezeups stopped.

As so often is the case in fork lift conversions, Mr. Bleming is most pleased over the reduction of exhaust fumes.

He stated that the clearing up of the fume problem is worth the cost of conversion even if it had not been for all the other savings which paid for the conversion in so short a time and which now represent a clear profit.

Fork lift exhaust fumes were a problem inside the warehouse, Mr. Bleming explained, but they were a downright menace inside railroad box cars.

The box cars became so filled with fumes that the fork lift drivers either rushed their work inside the cars or refused to enter until fumes dissipated. Neither of these alternatives made for efficient and top quality operation.

"Use of propane has made exhaust fumes completely unnotice-

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The engine cannot flood, even with the ignition on. A vacuum lock-off valve prevents any seepage or flow of fuel until the engine turns over. Upon engine turn-over, a proper amount of fuel is metered for starting, with no choking required at any time.

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By maintaining a properly lean mixture while coasting, the McClain system assures quick acceleration.

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More power at all speeds results from the constant fuel-air ratio and thorough mixing of fuel and air.

6. COMPACT DESIGN—SIMPLIFIED INSTALLATION

The vaporizer and regulator are one unit. This unit and the fuel injector can be bolted together in one compact assembly, or mounted separately.

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4 SIZES one for every engine from 50 to 650 cubic inch displacement.

M-1—For engines of 50 to 75 c.i.d., such as refrigeration trailers, fork lifts, and small stationary engines.

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able," Mr. Bleming now reports.

The men are overjoyed and their work and morale has shot way up.

Clean and easy fueling of the fork lift trucks is another benefit of LPG hailed by the busy warehouse president.

Before conversion, the fork lifts either had to be driven to the company garage, about three-quarters of a mile from the warehouse, for fueling, or 5 gal. cans of gasoline had to be carted to the warehouse. The gasoline cans were messy and were a real fire hazard, the president explained. And pilferage was high. The 5 gal. cans of gasoline disappeared constantly from the dock on which they were stored.

Now, fork lifts have removable LPG cylinders which can be replaced in a matter of seconds, Mr. Bleming said. The LPG cylinders are stored on the loading dock in a closed but well-ventilated rack. Once each day the rack is carried by a fork lift to the company's bulk storage at the garage and the cylinders are filled. One cylinder will normally last a fork lift at West Coast a full eight hour shift. At the end of the shift, the driver pulls up to the rack and changes cylinders. The truck is then all ready for the night shift.

Special cylinder brackets with springs and clips were designed for the fork lifts at the West Coast shops. These hold the cylinders securely and allow fast, easy changing.

Road trucks are fueled right at the bulk storage tank.

The 1150 gal. white bulk tank is located on Pier A and comes under the jurisdiction of the Long Beach Fire Department, the Long Beach Harbor Department, and the U. S. Coast Guard, all of whom gave the LPG operations their blessings.

In fact, Mr. Bleming reports that the fire prevention section of the fire department was overjoyed to see the gasoline leave the pier and the propane come in.

Guard rails surround the bulk tank and a safety shutoff wire is strung between the rails. LPG is pumped through a Smith pump

and is metered into the truck tanks and fork lift cylinders. With gasoline, pilferage at the pump was also high. But this too has ceased with LPG. A record chart is located at the pump and every man making a withdrawal must record beginning and ending meter readings, his name and truck number.

The installation was made by Petrolane which also supplies the fuel.

LPG is a wonderful fuel, smiled Mr. Bleming as one of his drivers

dusted off a North Texas Tank Co. vehicle tank on his new White truck so BUTANE-PROPANE News could take a picture of it. All it takes for successful, money-saving operation is proper installation and a mechanic on the staff who knows the theory and working of propane power.

"And I have a mechanic who not only knows propane power, but is now one of its biggest boosters: my chief mechanic Chet Fees."

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1st LP-Gas Carburetion Manufacturer to offer...

Dual Voltage Solenoid Valve

Operates on either 6 or 12 Volts

MODEL GT-622

Straight through design—fuel passes through center housing.

1/8" pipe connections. Weight 11 oz.
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POSITION WANTED: MAN WITH 10 years' experience as manager and part owner of L.P.G. distributorship desires position as manager, salesman, or contact man. Very successful in promotional work and oil field contact work. Personal and business references upon request. Reply Box 75, BUTANE-PROPANE NEWS, 198 So. Alvarado St., Los Angeles 57, Calif.

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University of Oklahoma, over 7 years experience most all phases of LP-Gas business—desires challenging and rewarding opportunity with medium sized financially responsible company in or leading to management or partial ownership through efforts. Best of references.

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EXPERIENCED MAN IN ALL PHASES OF L. P. Gas including sales, service, and the ability to handle men. Good personality and willing to work most essential. Vicinity Chicago, Ill. Give references, age, education, experience and salary desired in first letter. Reply Box 71, BUTANE-PROPANE NEWS, 198 So. Alvarado St., Los Angeles 57, Calif.

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LPG BULK PLANTS. WE SPECIALIZE in selling petroleum properties throughout Midwest. Have number desirable plants for sale. OLE BRODD, PETROLEUM MARKETERS, 605 Produce Bank Bldg., Minneapolis, Minnesota.

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LPG OPERATIONS WANTED. RECENTLY we sold four LPG operations with 5,500,000 gallon sales. We have financially qualified buyers wanting to purchase ANY SIZE LPG business in the Midwest. Write us. We are experienced in selling LPG businesses. FEDERATED PETROLEUM, 3230 University, Madison, Wisconsin.

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FOR SALE—TRUCKS, TRAILERS—FOR something different in propane tanks, see Master Tank & Welding (Dallas) advertisement in this edition.

HAUL MUCH MORE GAS! LOAD AND UNLOAD FASTER! Users say, "Nor-Tex Units are the best answers to today's need for profitable delivery units." You can save as much as 1000 lbs. with 202B material, aluminum skirts and cabinets. High-flow piping with INCREASED capacity pump, meter, hose reel and hose now boosts deliveries to 50 GPM. Vapor manifold permits easy simultaneous loading and unloading of twin tanks with either compressor or liquid pump. These popular, carefully engineered and sleek designed Nor-Tex Single and Twin units are produced in four attractive models: The "Standard"—"The Custom"—"The Payroll Special" and the "De Luxe." That's not all! Twin units, up to 2000 WG, are mounted on 84" cab to axle. Start hauling more gas and less steel. Do it profitably and in much less time. Phone, wire or write for prices now. NORTH TEXAS TANK CO., Denton, Texas. Phone Central 5416.

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FOR SALE—TRUCKS - TRAILERS - Cont.

USED PROPANE DELIVERY TRUCKS, 1200 GALLONS W.C. Presently in use and being replaced with larger units. United Petroleum Gas Co., 4820 Excelsior Blvd., Minneapolis 16, Minnesota.

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LET MY 30 YEARS OF PRACTICAL "LP" experience assure you maximum profits. Equipment revisions, property evaluations for sales or refinancing, and assistance on legal suits also supplied. Floyd F. Campbell, Management Counselor, 821 Crofton Ave., Webster Groves, Mo.

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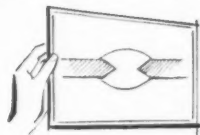
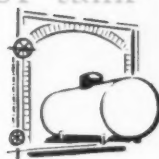
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